15¢

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Vol. 115 No. 6

NEW YORK, TUESDAY, JULY 24, 1934

64 PAGES

PIX WARY OF STAGE'S E

FILMS REALIZE **NEED FOR SOCK**

Producers Sense B.O. Danger in Going to Namby-Pamby-Yarns Being Submitted Are Mostly Sappy

S.A. GIRLS' WORRY

Hollywood, July 28. Beeing a unnger to the honofile if the screen goes Pollyanna in the industry's endeavor to clean up-producers claim there'll still be a eack in the films coming out of Hallywood regardless of the apti-film

drive.
Top studio execs are of the opinion that stories can carry weight and audionce appeal and at the same time pass muster on the dist

Despite this generally expressed epinion several of the studios have their readers browsing through types of stories that might have types of stories that might have been hot potatoes at the reading clube half century ago. The yarris being submitted to the studies since the sappic variancing are ston pretty sapps. Writers seem to (Continued on page 2)

Frank Timpey Priming For a Comeback-But Via Radio, Not Stage

Confidence that Frank Tinney will stage a comback le expressed by felends who have been it contact with him. It and when he is ready Tinney would see out the later, rather than return to the stage. Thus are several raths spots arise spots who have the contact to the stage. Thus are several raths spots are who have the stage.

formerly agented the comedian.
Timey resides in South Philadelphis, righting a herycle daily and working out in a symmasium regularly. His sense of humor appears & keen as ever and in physical appearance by excellent.

Making a Chump Of an Old Adage

Charlotte, N. C., July 23,

Charlotte N. C. July 23.

For the account lime this summer-lighting has acrock the internal of Willy, amashing the insulations that support his poil inserting with broadcasts.

As during an observe storm car-lier in the summer-semigneers again quickly replaced the shuttered insulators and the programs were resulted to the control of a formal time.

And now WIT you make that

And now WIT can prove that liching does seems in the same place twice.

Formula to be followed by producers to avoid run-ins with reformers and censors was described by an executive as follows:

The leading woman must tark but and a good a good

start out good, stay good and be whitewashed for the finish."

SUMMER STOCKS CHARY OF PRESS

Some least produceré resent the of reviewers York dailles covering try-outs in the small summer theatres. They contend that such showings are experimental, not ready for press reviews, principally being shown for s of audience reaction and the detection of script or cast weaknemen.

Some rurel theatre managers are even refusing admittance to critics connected with dailies and pre-ducers, when arranging summer dates, are known to stipulate that no press commentators be per-mitted to attend try-outs. That, mitted to attend try-outs. That, however, does not apply to Westport, at least so far as Robert Gariand, critic for the N. Y. World Telegram, is concerned. He is covering new shows at that appl and intends writing reviews of all new shows tried there and possibly classifier. chewhere

Critic appears welcome there re-Critic appears wiscome there re-gardless of producers' objections.
Last acasen he lauded at least two-attractions which later came to Brondway. Lawrence Languer was concerned in the writing of both, he also operating lie Westport break-in spot.

New Husband Helps Wanderwell's Widow

Baltimore, July 22. Wanterwell, widow

Capt. Watter Wanderwell, Polish world traveler whose unsolved murdee on his yacht on west coast two yours ago was played up plenty by press, is making personals at small make houses in three parts on per-

cuttage.
Act consists of a spiri of her travels, travelly and adventores. Her mesent insland sells for autology in lobby.

The Winnah!

Budapest, July 23.
Smithaul Elet, thertried man, herecovered leaders of Humarian from the sking them to reply to the question, who are the three persons in they would save in a shipwreck out of twenty-live of the world's leading contemporary goed men which not only of voice.

Near N. Y. Niteries Cutting Elaborate Shows, Name Bands

Flock of Jersey, Westchoater and Long Island alteries eatering to the metropolitan area, which have started out with claborate floor-shows, personality talont, name bands, etc. are Hooverising. Bit hasn't materialised although there are a few notable exceptions.

But for the rest, notably the pseudo-swank spota alming for memberships, it's been chiefly week-red trade and the places can't thrive on that alone. Particularly if the telent mig is famey.

What ko'd the bing-bang road-houseries is their operations was

were s.o.d the bing-hang road-housevies in their expectations was the hope for an ext. on gambling, but that's tightened up suddenly with the word out that casinos are taboo.

HARVEY'S PARIS **LEGIT UNDER** TENT

Budapest, July 22.

Report here is that Lilian Hurvey has been set for a legit show in Paris at the Circue d'Hiver. Show is 'Star of the Circue,' current local annah and strongest h.e. legit in local history.

Play, by Rus Pekete, is staged in a circus ring and has oircus acts wound around a legit drams. Marika Rockk stars in it locally, the role for which Miss Harvey is understood set for the French production.

On the theory that the now familiar type of circus entertainment can stand a new twist, Billy Rose's Broadway Circus, an idea which Ross has been nurturing for some Ross has been nurruring for some time, will get under way when the producer sails within the next fortigist. He goes to meet Jack Curtis and Harry Poster in London and will like up novelilos, talent, et al., with a view of getting this revuesque circus under way.

The idea is to bring rostrum production values to the atticks under causes.

digit. He goes to meet Jack Cortis and Harry Foster in London and Harry Foster in London and hold little up novelties, talent, et al., with a view of getting this revue end of this book has increased its reverse growth of the presence of the up of the presence of the branch presence of the branch presence of the branch presence of the transfer of a filling transfer of a filling transfer of a filling transfer of the branch of the presence of the transfer of the transfer of the transfer of the transfer of the presence of the transfer of the presence of the transfer of the presence of the transfer of the transfer of the transfer of the presence of the transfer of the transfer of the transfer of the presence of the transfer of the transfer of the transfer of the presence of the transfer of t

Sign of the Times?

When Fairy Soap under-takes an extensive advartising campaign on its product soon the ads will be minus the fa-mous slogan: "Have you a lit-tle Fairy in your home?"

RIOT SCENES BEING SLICED

Another frot for film men is the increasingly drastic cuts being made in pewarcels by atmost all foreign countries. In several instances reently, especially in Japan, the cuts were as much as 300 to 400 feet bet

R's the rioting around the world that's making the trouble. Pare-mount and Post resh are the ones that seemingly have gone in for this coverage to a greater axiont and use less library material.

Various countries seem to be atraid of abowing the rough or in-fammatory items because of a be-lief it may incite. Worst scissoring in addition to Japan has been felt in India, the Straits Settlements and other Far East territories, nithough every country in Europe and South America has recently and South America has recently thumbed some sequences despite that the reci companies had already penciled some setuff on their own in most countries, especially in the case of local tierns. Thus in Germany, rough sluff by Germans can't be shown and ditto in France or Italy.

SHIRLEY TEMPLE DRAWS TO 2 KINDS OF WINDOWS

Hollywood, July 23.

force for the average layma of anyone connected with pictures has been turned into cash by the Cali-fornia Bank. Neighborhood branch of this bink has increased its re-ceipts a reported 20% in the past

MAY DOMINATE

Logit May Be Nation's Sole 'Adult' Entertainment If Films Go Milk and Hossey -Stage and Book Publishing Both Have Been Through Bluenose Attacks

VAUDE BENEFIT?

Broadway to hoping for the best season in years. While the picture business is contending with church and other reform movements, ingit showmen are girding themselves to handle what they think will be a spurt of interest in 'adult' stage

entertainment.
If the theory expressed by Broad-way legit men works out it indi-cates that the anti-picture drive (Continued on page 2)

Brondcast from a N. J. Nudist Camp Almost Happened but for AT&T

Because American Telephone & Telegraph company wanted \$4.000 to put in a beased wire there-will be no broadcast from a New Jorsey nudist colony located 49 miles from New York (Sity. WMCA. New York, had a stunt-all framed to broadcast from the colony with the announcer and engineer to undress along with the logan fide nudists.

Station had visions of a swell

ragna nor multile. Station had visions of a weel promotional stant and plenty of publicity but figured the line wouldn't cost over \$390. Phose company estimate called for smelling salts and complete shatement of enthusiasm for the \$45.

Svenska Mebbe but Nix On Nazi or Vodka for R.C.

Declaring a German building off as part of Radio City, which now has French and Dritish buildings facing Fifth avenue, and the Italian Iblds, under construction, the Rechtefeliers can't decide on a substitute. Blasting behind the Music Ebill for a 32-story stressraper in the center of the block, calls for two more interprational buildings to Irent on Fifth, One will be the Italian.

Items of Pitch, One will be the Multin.

What was to have been German, only become the Scandinavian state, Trackefelter interests, shying or an idea for a German hubbling six after repairled skepthest of a Russian building six after repairled skepthest of a Russian building.

TELEVISION'S MONEY NEE

Use Listening Habit Replies to Test Follow-up Sales Influence

Radio's constant striving to time the program is in progress prove lis case as an effective salesman has developed a new supplementary: survey designed to trace actual sales in addition to program fixtening habits, the

mutal province of fiddle surveys. New form of survey called the boincidental method has been used extensively only for the past few months and by only a limited number of radio adver-tisces through the Rose Poderal Service, H experimentally veri-fied on a while scafe it is possible the technique will be generally adopted within the radio Indus-fer.

Coincidental method taken the data obtained from the more or-thodex radio surveys made to en-tablish listening habits and makes a secondary survey of the persons giving affirmative re-

Complete procedure is as fol-

Names picked at random from telephone directory in a fixed ratio to total population of city under survey are telephoned one minute after given program goes on air and during the rest of the

- (1) De you own a radio?
- (2) Is it turned on right now? (3) Do you know the name of station?
- (4) Do you know the name of he program? the

(5) Do you know the name of the sponsor?

the sponsor?
This is made the next day.
Out of the replies of those reported as listening to the particular station and program in
question the survey then takes
one-half the names and makes a
repent telephone calls the next
day. These questions are asked
cunicantially):
(1) What make of automobils
do you use?

do you time?
(2) What kind of gas is now in

(3) How long have you been

using that branet?
While naturally modified according to the project, the purpose of the coincidental or secondary check is to find out, if possible, what influence, if any, is buying habits is resulting among those persons who admittedly llaten to the sponsor's radio program.

SUMMER LULL HITS AIR BUNCH

Midnummer doldrams set in ofheinly for the Manhattan radio colony this week with the departure, consummated or imminent, of practically every radio editor in New York plus a wide assortment of executives, advertising officials, corformers, and sudjeites sener-

blike Porter of the N.Y. Journal in cruising in his 33-foot boat for a fortnight. Orrin Dunlop has gone to Niagara, Louis Reid (American) to Bermada, Jo Ranson (Brooklyn Barle), to the Werld's Fair, Alton Cook (World-Telegram) to Virginia, Annon—Hein (Post) to the mountains. Latter will have no substitute on the Post while away. Porter has great columnists and

published on the Post while away. Porter has guest columnists and the World-Telegram radie stuff in being written from Chicage by a midwestern commentator.

G. W. (Johnny) Johnstone of MBC scrammed to take advantage of the radio columnist moraterium, other press agents also decided it was an ideal opportunity to set in some relaxation.

McMurtrie With Storer Notwork Starting Aug. 5

Burt McMurtric, formerly head of the commercial program department for Columbia Broadcasting system, joins WBCA and the new American Selwork Aug. 5. He will be in charge of the pro-tram division for the seven station betwork. George Florer made the oppositement.

Joins Natl. Fertilizer

Chicago, July 22. Jerome Honry has resigned from the local NRC pross department, effective Aug. 16. Honry, who has been handling farm publicity, moves out es show business to John the Nattonal Pertillizer Association in the National Pertillizer Association. His new you call to be sufficient to Machineton. Honry's leaving makes the influence from the National Pertillizer at 10:30 a.m. WESG, Elmira, N. Y., have gone on the law of the National Pertillizer and the National Pertillizer association in the National Pertillization in the National Pertillization in the Jerume Henry has resigned from

KECA Power Boost Seen As NBC, Gold Net Revival

Los Angeles, July 22,

Los Asgoles, July 22.
Potition of Earls C, Anthony to
the Communications Commission
for a second power increase for
KECA is interpreted here as a
move to impress NISC and with the
hope that NISC will revive the gold
network, which was dropped two
years aga. This would give the web
two commercial outlets, Station is
being fed only suntainers.

Matchines, within a ratio realist

neing red only sustaillers.
Neighbors within a mile radius
of KECA's downtown transmitter
are discussing a protest, claiming
that increase would make reception from other statione just a
helping of gtatic.

RUBY KEELER'S SISTER IN WMCA AIR DEBUT

Margie Kecler, heretofore a dancer in vaude and cafes, makes her radio debut over WMCA, New York, as a singer with the Heat Waves Trio.

She is a sister of Ruby Keeler

Penn Tobacco Takes on WBBM Baseball Account

Chicago, July 28.

After five years of sponsoring the WBH banchall play-by-play broad-casts, Prima beer last week stepped out of the picture. It followed a mutual agreement to cancel the standing contract between the brewery and the transmitter.

ery and the transmiller. However, the broadcasts were immediately sold to a new sponsor, the Penn Tobacco Company of Wilhes-Barre. Company will plus its leanuety pipe tobacco and its new elgarotte, the Kentucky Winner, which is expected to be on asie in Chicago in about two weeks.

Femme News Spieler

\$368,000,000

Alfred J. McCosker Esti mates Required Investment in Sets, Transmitters and Programs—Se-lieve Television Technically Possible in '35

IS TIME RIPE?

Assuming that practical receiving gets for television can be retailed would have to be sold to the public at an Initial investment of \$210,000. 000 before the nuclous of television brondensting as an industry would be laid.

This declaration has been mad by Alfred J. McConber, bend of WOR, Newark, and provident of the National Ameriation of Broadensters, in a reply to a questionnaire aubmitted by Loon Litt, television researcher, who has been checking official opinion as to the claimed possibility of practical television late in 1985.

tate in 1915. McCooker's estimates are that 30 transmitting stations would have to be established to service a television-equipped public and that the capital investment required for those transmitten would be \$40,000,000, while the programming of these outlets would oset \$55,000,000 annually. WOR slowe, if operating on a television basis, would have to prepare II,000 shows of 15 and 30 minute duration per annum.

Thus McCooker's estimate, of the

Thus McCaster's satimate: of the preliminary financial investment confronting television can be summed up:

5365,000,000

It is stated that broadcasting to-day operates on . aspitalization of about \$25,000,000.

about 373,000,000.
Advocates of a more determined development of television than has been typical to date seem to foother their prophecy of practical television by Jute 1939; is logical and possible in view of recent technical improvements. However, the manifest policy of RCA-Victor is to desire the policy of RCA-Victor is to desire the policy of RCA-Victor is to desire the policy of RCA-Victor in the desired than the desired to the control of the control of the desired than th isy television until a time deemed more propitions for introduction of so radical an innovation.

Public acceptance of twicrision programs and with that advertising sponsorably of television are the two unknown quantities. Part of Litt's research has been an effort to accurate advertisers' attitude toward such spensachip.

Hearst's Radio Expansion

Chicago, July 53.

Discounting all previous reports, it appears that William Randolph Heavat is nut in earnest at present to build his own group of stations in important key spots of the country. Fornerly merely a plaything with Heavat, radio today is shaping as a very important factor in Heavat's plans.

In most cities Heavat is using radio as an adjunct of his newspapers, but there is evidence that Heavat will go into towns with transmitters where he has no newspaper of his own, expecting to start his own news-sheet or to make an alliance with some paper.

niready established.

start ms own news-sheet or to make an alliance with some paper siready established. Hearst now owns or operates seven transmitters reaching from coast to coast, the more important being. WINE in New York, WCAE in Pittsburgh, KYW in Chicago, WISN in Milwaukee, KYA in San Fruncisco and two transmitters in Los Angeles are readying. This is the basis from which the new Hearst web is to rise. KYW moves to Philadelphia in October, returning to Westinghouse ownership and operation. But it is understood that Hearst is negociating to continue operation of the transmitter in Philly even though he has no newspaper in that town.

Meanwhile Hearst is busy scouting for a station to replace KYW in this, his second most important stronghold. He made a bid of 1100,000 for WCFL, the Labor Station, but was rejected. He negotiated with Ralph Atlans for a possible talsacer of WIND in Gary but nothing came of H. And now it is reported there has been some dickering with WAAF, a small low-watter, on part-time license.

Publishers Seek Radio Licenses. Want Air Protection Against Scoops: Advertising Losses, Politics Figure

Radio Eds Convene Same Time and Place as NAB

Pittsburgh, July 23.

Durrell V. Martin, radio ad. of Pittsburgh Post-Clauctic and necre-tary of National Association of Radio Editors, announced group will convent in Cincinnati for a two-day tion Bept. 16 and 17 during NAB hering. NARE consists of 73 gothering. NARE consists of 12 radio tolumnists on dallies throughout the country.

L. C. Bragdon, of the New York

Sun, president of the association, will preside. Martin says part of the proceedings will be broadcast by one of the setworks.

Jack Benny. East

Hollywood. July 22.

Jack Benny, having Milled Transattantie Merry-Go-Round for Edward Small, leaves with his wife, Mary Livingston, Friday (27) for New York to continue his radio-broadcasting. New York throadcasting.

Turner Quits KYW

Chicago, July 33.
Ulmer Turner has severed connections with KYW as the station's
press agent.
Turner, however, remains editor

of the radio department of the Henrit morning rag, Herald and

While officials of the new commission on principle refuse to discuss matters which are pending, it
is known that a large number of
applications for the purchase of
applications for the purchase of
applications for the purchase
of a few new ones have been filed
in recent weeks.

In the past few months several
stations have been acquired by
newspaper pulsishers.
Papers want the plations, it was
explained, because radie has been
cutting heavily into the advectining
receipts and to protect themselves
from news scoops on important incestevents. Papers are also seeking new ways

Newspaper publishers in various

sections of the country are seeking

broadcasting facilities as part of a new tactical apposition to radio ad-vertising, it is clearly indicated by applications now pending before the

Pedecal Communications Commis-

Papers are also seeking new ways to build up circulation and many publishers have decided that the hated radio is a swell bet on the promotional angle.

It is said that the applications of the newspapers are being closely scanned by pulitical leaders in Washington.

V.P. Fox of WMCA Out

J. Leslie Fox is out of WMCA, New York. He joined the Btorse station only two months ago after realgning as general manager of WSM, Nashville, to accept the pack of v.p. in charge of sales with WMCA. His duties are being assumed by Karl Knip who is aclearmachin-chief for the Storer group of seven stations.

number of minor employee among announcers and progr

Phyllis Bader III

Omaha, July 23.

New program director at WAAW is James Douglas, who takes the place of Physics Fader for a month or so from July 18. Miss lader and for so from July 18. Miss lader on feavo to recover her health of general debitty and near nervous-ness.

Radio Scoops Frisco Dailies

Bitterness on News During General Strike-U. P.'s Wrong Tip to Stations

Princo's general strike opened up that now gathering controvers; between dailies and broadcasters. Friday non-dair, and a half before again, when Don Lee's NFRC and Raiph Buton's KJBS began decisively scooping the paper on nearly every major development of the KJBS and NISC's KGC unod the fem walkout.

between dallies and breadcasters of again, when Hon Lard's KFRC and Ralph Buton's KJBS began decisively secoping the papes on nearly wery major development of the walkout.

Decision of a general atrice, for instance, was on the air about quarter of an hour before the papers had it on the atreets.

Bad words developed between the major attainors and Scripps - Howard News and Examiner as a result that the second statement of the major and the second statement of the second statement

Coast Jamboree, with Only Harmonica Condition Harmonics Condition States No. 15 Mine. For Music, Broadcast Despite Strike Transaction to

San Francisco, July 23.

By a twist of fate which sent its musicians out on general strike with other crafts, Don Lee's KFRC Frisco was left without a sharp tlat for its hig Monday night variety show, the Jamborco on a cross-country CBS schedule at 8 p m. PST. And It's a credit to the monagement, production and artist staff that the resulting show was not only highly novel, but excep-

attant that the resulting show was not only highly novel, but exceptionally good entertainment as well. Me natives, worried and gerhaps a bit littery by general strike condition. From Hollway, to, c, and his of Hurrison Hollway, to, c, and his pathos, in between the gaza, black-outs gipd a capella singing that cours gipd a capella singing that cours gipd a capella singing that cours gipd a capella singing that course gipd a capella singing that course gipd to the show. To out-of-town-ers it probably sounded like something greatly different in a radio show, and it was.

With the ork missing, sole mustice was six bars on the harmonica. A next job was turned in by Arnoni Maginer and Hollways, who wrote ments, many of which had to be dolled up for the show at the last noment when musickers were called out and shout 30% of the show rullified.

One of the best moments of emer-

out and about 50% of the show sullout and about 50% of the show sullout of the best moments of emergency chaning was in the tune
done by George Nickson, tenor,
when the fem trio of HuesteaMarian Peck, Meredith Gregor and
Theresa Acer-hummed a musical
background that was very effective.
Burray & Harris, harmony duo;
Three Midshimon, male trio; Buct
Three Midshimon, male trio; Buct
thama, colorismon, male trio; Buct
hama, colored chantress backed by
a Nogro chorus, of 19 mixed voices,
handled most of the singing.
Cymedy tasks were assigned to
Huguist, Bob Hence, Beartice Beanderet, Edna, O'Keefe, Donald Buart,
tonald Grahmu, Gene Hawes, Carl
Evonetic and others, with Howard
Evonetic and others, with Howard
account of the la particularly good
account of the source of the la particularly good
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account of source of the source of the

DEVORAH WADVORNEY

PEVORAH HADVORNEY
Songs
Songs
To Miner
COMMERCIAL
WEAF, New York
Soprane is a radio vet and here
slided as a Chi Opera shimns. Her
sponeor is the Empire Gold Co. an
eld-gold concern is the building
from which it borrows its same.

Lonsidering the frankly commersists the such program which enliest he such program which endeeth, lockets, discarded pieces of
fewelry and anything else that may
have as assay value for conversion
into cash—the generous yield for
pocket money is frankly stressed
on all such programs, of which there
are several on the air these dayz—
this particular once-s-week shotter
are several on the air these dayz—
this particular once-s-week shotter
for the control of the control of the
reasonably conservative. D.S.T.
be reasonably conservative. D.S.T.
be reasonably conservative.

A pseudo-statistical aura is lent
it by clim; the extent of gold buillion reclamation by the U. S. Govenment Treasure, Juccet than out of
the one from gold mines. Following
which him Nadvortney does her voculaing. There isn't ton much of
with the indunce in favor of the
consistens, and it's all rather pleaslies.

MARY SMALL
Solnes
18 Mins.
COMMERCIAL
COMMERCIAL
WEAF, New York
WE

less appealing when uttered by babes.

Mary Small's commercial sponsor in Rab-O, a household cleanser, hence the 'Glow-Worm' theme some (although the significance is a bit remote). Besides singing. Mary son cessays a little of sporcial sponsor in the significance is a bit remote). Besides singing. Mary son cessays a little of sporcial sponsor in the significant sponsor

Revue CO MIRA COMMERCIAL WEAF, Now Y

Revue

10 Minz.
COMMERCIAL

WEAF, Now York

Al Joison made an outstanding return to the air for Kraft-Phenix last Thursday (191 for a couple of reasons; he picked himself a good simmate sketch, played it for full worth and prior to that uncorked two soings which he same like he used to sinu.

There was a time on the sther when Joison was talking rather than singling his lyrics, but those days seen to be cover. It's a work to socially go to town it is bound to country and the country of the country of the country of the down the electroner alley. On comall help was a graclosy from his wife's (fluty Keefer) new picture and which is a sure hit tune. The combination of this ditty and Jojson tending it by the hand was as gapert a hookup as anything is ant to be on the air this season. He dild another song, also from a picture, and then hald off until concluding the program with a seem from the program with a seem from the program with the pro

BEN BELVIN'S RENDEZVOUS With Abs Greenberg, Shirley He

Bunkeining Work, Newark

Ben Selvin is the head of the recording division for Culumbia phecording division for Culumbia phefeetuent name on the disca, sithough not previously prominent on
the sir. As is musicianship, he is
well qualified to present a good
program. And musicianship, he le
well qualified to present a good
and what is generally shie Work
half hour is of actwork calibre and
and what is generally supported of a
local austainer.

Solvin's policy seems to be to
write in guests. Ab Greenberg is
read to be the control of the
work of the control of the
solvin is guest than Solvin.
But essentially guest stars are dutions unless the names mean something. And they soldom do. Names
that mean something are not cuffo.
Idea of course in that the program
that mean something are not cuffo.
Idea of course in that the program
are celeptries in altendance. That's
pretty storestyped for 1974, Whinh
throws the whole 30 minutes right
hack on Selvin, the musician
It all music and no variety is not
favored, a comedian would seem to
be a logical thought.

ALFRED WALLEHETEIN'S Sin-

ALFRED WALLENSTEIN'S Sin-fenietz String Ensemble with Florence Page Kimbell 18 Mins. Bustaining WOR, Newark

Work Newark

This eddly-named Brogram is a weekly session in classical vein headed by a philiarmonic cellist, Affrea Wallenstein. Word single of the constitute is seemingly coised from sinonia, a partly-archaic musical term for an operatic overtiers, other mesters in rendered in what constitutes a highlrow interlude for the station. It's deluxe music. If the station is a series of the constitutes a highlrow interlude for the station. It's deluxe music. If the station is a series of the series

Transcelentle
30 Mins.

20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
20 Mins.
21 Min

RATIONAL BEER VARIETY SHOW With Jeen Mass, Lee Timmons, Al Nicison, Simme Trio, and Beraia Lipsch Probastra 16 Mins. COMMERCIAL WFBS, Baltimore

Linesh Orchectes
16 Mins.
COMMERCIAL
WFBM, Ballimenes
After two ill-starred offorts.
WFBM, Ballimenes
After two ill-starred offorts.
WFBM has disalimenes
to peddie brew. Station elektra
is den elektra
i

A QUARTER HOUR IN % TIME

a duanter mous in % time instrumental Sustaining WABO New York WABO New York WABO New York WABO New York In These-Quarter Time is a rather fagenious billing fee a is necessary to be wait interested in the control of the louse or the feeling and the wait for even mentioning the meastro of the house orchestra, although it's suspected that the house meatre, pected that the house meatre, pected that the house meatre of the house orchestra, although it's suspected that the house meatre, pected that the house meatre, pected that the house meatre, or cause one of his own times. Most of Desire is announced by title, and sutther, along with such distinguished company as Herbert Nern, at al.

Answay, it was altogether years pleasant, a way to be a second or the second or

WAIC, New York
After I months on the read and
traversing the continent on sharing
terms the 'songbird of the south'
is back on Columbia. It seems not
too sanguine to believe her present
unsponsored status is only temporary until possibly the summer's
end. For on further radio acquaintance it is indubtable that Kate
Smith has a lot of what the air
meds, namely personality and distinction.
A change is to be notad, also, in

ance it is indubitable that Kate smith has a lot of what the ais needs, namely personality and distinction.

A change is to be noted, also, in her work, it is a maturer artist who has returned. And an some notable respects the foremula worked or to the personality plot, the conversation of the personality plot, the conversational added form, but he modified and audited form, he modified and audited for the following the form of the modified and audited for the modified and audited for the following th

DE MOLAY VARIETIES Campus Club Orolestra 35 Mina. Sustaining WAAW, Omaha

Miss.

Sustaining

WAAW. Ornsha

This program is now the only local breadcast moduled along the long of the

PRANK BUCK 'Sring 'Sm Buck Allow' Serial 15 Mins. COMMERCIAL WJZ, New York

To dissect the control of the contro

oney to be forgotten when another wock rolls around. It sontains some leasons in current notions on acriptation of the control of the control

RED QUINLAN, Bay Reporter Talk 15 Mins.

WiNO, Gary

Sevonteon-year-old news sleuch
visits indestrial plants through district and relates his data over the
air. Principally directed to youngsters starting out in He and wondering about what to do for a living. Also indes the low the high
secutives attained their jobs and
secutives attained their jobs and
secutives attained the for the newcomers.

wast. charact there is for the new-comers.
Last becalions tour was through Indiana. State Fenitentiary at Michigan City, telling them how to stay out of this place. It followed a visit to the Shandard OH plant is Whilling. Comes on for an early Saturday afternoon spot. Hather novel.

GUY HICKOK Talk 10 Mins.

19 Mins.
Suctishing
Suctishing
Witching
William
Hicks, for 15 years European
Hicks, for 15 years European
Correspondent of the Brooklyn
Australiam
And Hitler, was used as gave in
a sustainer over NBC's red chain,
his topic The Average German and
Hitler, a timely talk in view of recent developments.
Hickok save a clear and rather
locical explanation of the factors
which led the kindly, intelligent
German beople we know to support
a man like Hitler, Germany, he
explained, had been in the three
of economic and political turnoil
for fitten years, with the various
cabinets stalemated because no ma(Continued on page 38)

. A. STILL ON THE CUFF

\$25-\$40 Agency Jobs Carry Twist: Radio Actor May Not Work Elsewhere

neveral of the major ad agencies have developed the practice of binding their talent to exclusive service contracts, regardless of the amount of the weekly remuneration. At-

of the weekly remuneration. At-titude assumed by these agencies in that the artist either agrees to work on no outside commercial pre-grams or there's no contract. Exclusive service clause holds as-long as the warbier or actor draw-some sort of stipend from the agency. In some cases these agency. In some cases these agencies don't take the trouble to attest the restriction through a con-tract. If the player's personality means something to the program he's finet told to lay off outside mike contacts or somebody clae will be found for the assignment. One agency with several round-ths—clock shows all publics the se-ulative idea, with everybody it on-gages and these include the dra-matic and comedy bit renders whose thereone from this councetling desen't

income from this connection doesn' facous from this connection doesn' autend beyond the \$25 or \$40 the; collect for a single, weekly program. The agency guarantees nething out-life of this one program.

CASA LOMA 1ST OF LEHN & FINK BANDS

Cana Lonia orchestra Sunday (22) was the first of a series of name hands which started the new Hall
of Fame' radie aeries on NBC for
Lehn & Finh. Tommy Rostwell
and the M. C. A. have besided the
majority of the bunds, with Clue
Arnheim and Enric Madeleuera
booking independently.
Roschwell-O'Keefe have Diek
limber, Duke Ellingten and Dorney
Bros, sinted for certain Bundays.
PioRito, Arnheim, Madeleuera, Restor, Weems and dist Kemp are the
others booked.

rs booked.

others hooted.

Following these weeks of name bands, an idea of 14 weeks of name fuest artists may be the ensuing program motif for Lehn & Fink, Rackwell-(l'Reefe to hook probably.

GEN'L MILLS' NEW POLICY

Alters Program Ideas - Spansors 45-Minute Concerts

fit. Paul. July 28. Bit. Paul. July 28.
Bigtoning this morphing (23) at 2.18, General Mills goes on WCCO, beat CBS outlet, with 6h minutes of music, a departure. From the tunni short-period morning broad-ands by the flour and erreal discuss

iser,
3. M. excess figure that good fau-will get nome women listeners the time and all of them some

one will get some women lieteraris all the time and all of them women all times and the time and time an

WHK's New Manager

Akrien July 25 Akren July 25
A pioneer in the field of radio,
B & Carpenter formetly of Akron,
has been named manager of WHK,
Chyclarid. His appointment beSonos effective July 20.
Carpenter will go to Cleveland,
was station WPPP, at falleigh,
M C, where he has been markers.

Pleasing Pontiac

Pontiac is on the way to ousting fichilits from its champ standing as no auditioner of programs.

programs.

Car account by July 18 had listened to 38 different program prospects for the half hour Sunday evening spot II, has contacted for with MBC. Web pixed eight of these auditions into the cilent's Detroit offices to one day.

Provident Insurance Dramatizing Benefits On Nation-Wide Web

Philadelphia, July 23. Provident Mutual Insurance is endying a ride on 35 outlets, constto-censt, with a fiftgen-minute script show commencing in Septem-

ber, for ion weeks.

ber, for ten wechs.

Idea of dramatised storten from
the claims files of the company was
nold by gam Eewis, and network
arrangements are the result of extonsive spot broadcasting tests had
prings. Scripts will be penned by
Walter Mayberry and Ada Bower.
Client is undecided as to chain to
ise meed, although tendency is
toward Clis, since plan is to pipe
thows from the fassuranc commany's uwn modifortim in Philly.
Columbia can eliminate will
charges by using key station
WCAU. wcat,

Show was pold direct by Lewis who will act as spency on time pur-

DEATH, RESIGNATION. SHIFTS KOIL STAFF

Consha, July 22,

Mtaff meeting of personnel of Omeha studios of KOIL and KFAB called last Monday (16) by Manager John Henry for purpose of realignon work count by changing pur sonnel and death of Walter Vegt and enforced absence of Paul

and enforced absence of Fast Lather:

Duane Gather was appointed program director, the post held the past year by Vogt. Gaither has been member of the announcing staff past two years, and also well known as half the Duane and Safty. team, other half being Mrs. Gaith (Sayra Pitagerold) also of the sti

Arthur Faust was appointed dra-matle director, the post left by Hart Jenks when he resigned to devote his full time to his Folio Piayers repertory. Faust joined the staff on Jenks resignation first of June, and

Jenkis resignation first of June, may formerly a stock and vaude actor. Manager Henry announced Omaha studios will this year present its dramatic programs in the afternoons in contrast to the heretofore policy of the late evening hours, Beason is to permit building for commercial use, as ne sponsors interested in late heurs. Dramatic schedule won't be resumed until September.

Two-Places-at-Once For Everett Marshall

Students' production of 'Cyrane de Tergerae' will have Everett Marshall in the cast which may complicate matters for the dramatic

complicate matters for the dramatic baribans whose ner and 13 Weeks have been extended for 39 more on 138 odd cCPS).

That's no 8:30-9 p.m. air show and the sponsors will try to work out a deal with the Shuberts for a deferred curtain or some arrange-ment whereby Maschall may also aspear in the legit.

REWARD ALWAYS IN THE FUTURE

No Change in Los Angeles Talent Market, Worst in Country -- Stations Manage to Get Talent Without Paying for It.

ANGLES

Los Angeles, July 23.

He change in the talent market here. Of the 13 kilocycle apots in this area only four of them are this area only four of them are paying anything most professionale would dignify by the name mainty. It's still a and story that's told by those who toit on the local alrianes. Not only are subrice—if they sen be called that—down to the irre-ducible minimum, but the feonsities is fermille. is terrific.

is terrific.
One 1,006-watter has a budget of \$50 a month for takent. Of course there's an extra appropriation for the orchestra and a set of canaries. Yet despite the incredibly meager budget this put hoarts at much live entertainment (numerically) as

live entertainment (numerically) as the big four.

And well may the seasoned per-formers how at such a setup. They're whipped from scratch and they know it. But hope springs corract.

Office Help

Office Help
There's no limit to which these stations will go to get a free flesh show. Bather than pile if on too hick in the matter of osing-nadi-thoners, one of the peep-smeak spots hit upon a neat idea. Why sot have the elevator boy do a bit?. And then there's the phone gal and the stene. For that dialect part, who could do it help the finite?

He a grand thought breaker if

junitor?

It's a grand thought because it entails no outlay of dough and the workers are everloyed at the chance.

Which makes it hohy-pohy all around. Such a ratio genius by a procean director seems wasted on such a station. ch a station

Such a station.

Brutal part of the whole his is
the chiseling methods employed by
some production and program managers. Handed \$25 by a sponsor
for talent the big-hearied bucko

for talent the big-nearted bucko pockets the coin and calls in the studio hangers-on. It's their big chance, he tells them, and the faces of the half-starved kids light up. It's truly a case for the humans

Air Names Pull 800,000 Kids to Chi Expo in 6 Days; Ryan Tops Draw

Fur the account successive month NHC's red (WEAF) link month NHC's red (WEAP) integreesed more in June than did Columbia. Tally for the red hat month was 41.274,490. while CHS' came through June with a gross of \$25,993. June share for NHC's blue (WJZ) loop was \$221,607. Columbia's gross topped that of the red for seven con-secutive months up to May.

John Chanel, WOW, Omaka Announcer, Is Count Ivan Kuropatkin of Russia

John Chapel, WOW announced and assistant program director, leaves Aug. 15 with his wife, Cath-erine, to join a party of former Russian noblemen on a vacation

leaven Aug. 15 with his wife, Catherine, to join a party of former Guesian noblemen on a waculton tour into Northeastern Canada and Labrador.

Chapele join party at Quebec for trip up the Seguenay River and Labrador. Beauty River and Labrador. Following this they will trip down into New England and atop at the sedie owned by A. W. Achermon, advertising manager of Hayden Brotheren department store here, at North Andaver, Mass. Chapel in terms of the former Russian nobility in Count Ivan Kuropatkin. Leaders of the party will be Prince, and Princess Gargarian. The Count and Countess Kuropatkin will relove to Omelia and vadio about Sept. 1.

EDMUNDS WITH KMOX

St. Louis, July 29. John R. Edmunds comes in from the east to join the KMOX produc-

tion department. Edmunds was formerly produc-tion man with NBC in New York.

society, as the NHA haun't yet perie-trated this low form of animal life. Average wage for amounteers out here is around \$25 a week. Should

here is around \$25 a week. Bhould a relief man be needed he rates \$6c. an hour. Sometimes he only gets an hour; work and the expenses driving back and forth just about puts him on evens. Absolute tops for barkers locally in \$60. Most of them, however, double in a wide assortment of programs.

Red Regains Load

World's Fair has been using local vadie names as extra added altrac-tions for their regular Thursday children's day. Fair efficials have found that the hids' radio fava are chidren's day. Fair efficials bave found that the hids' radio fave are surefre magnets for attendance. And also that, so far, the are atteaction in Quin Hyan, manager and performer on station WGM, the Chiesgo Tribune transmitter. Quin Hyan was the attraction on the Rest children's day which cracked all records for attendance, when 476,066 kids stormed the gates. Pair has used other attractions for the Thursday, but none of them for the Thursday, but none of them have desired the official are now dickering for Hyan to repeat more often. Second the officials are now dickering for Hyan to repeat more often. Second the winder has been considered to the more finance was freene Wicker, the Bidging Lady:

Attendance for the meven children's days up far runs as follows:
May 31-Quin Ryan and Sealawags (WGN), 476,900.

Jung 7-Bill Baar (Grandps Eurton) (NBC), 37,487.

Jung 31--Ireene Wicker (Singing Lady) (WGN), 78,682.

Jung 48-Pat Finnigan and Bidpy) (CHBS), 69,817.

July 5--Quin Ryan and Belawags (WGN), 62cheduled, but postponed

Chiengo, July 23.

July 5—Quin Ryan and Bealawages (WGN) (scheduled, but postponed -rain), 62,214.

July 12—Quin Ryan and Scala-wage (WGN), \$4,468.

LEGIT JUVE GETS RED DAVIS' ROLE

Burgeon Meredith currently with

Burgeon Meredith currently with the Broadway stage play, '80c. Loven Me Not! gets the title role in the radio script, 'Red Davis,' sponsored by Beechaut Clum over NBC. Radio serial resumes. Det. 3 after a nummer lay-off.

The Davis' part, one of the best sassignments for a juvenile on the sic, was handled last season by Curtis Arnall. Question of money responsible for cant change.

Novelly angle to Meredith's consection with Beechaut script is that if continuing on Broadway with the stage show he will broad-cant at 7:30 p.m. for the onst, then give his theatre performance, and make the repeat broadcant for the far west at 11 midnight.

WCAU Starts Drive

Philadelphia, July 23.

WCAU's first_hig drive for perwork commorcial recognition starts
next week when Jan Saviti's house
hand goes into awanky Penn Athletic Club for a dansapation esgamement, with the Levy brothers
and several chain choice apois is
back it up. Idea is to build the
unit for national rep and possible
sale is web accuracy. Philadelphia, July 23

unit for national rep and possible and to web aponsors.

Studio is dickering with local musclars, union for commercial scale rate lower than New York for Switt's hand, the blanket price to include set hours of aircasting that will not differentiate between each mining and commercial claim.

Bordoni's Fur Program

Irens Bordoni in under weal to J. Fox, N. Y. furrier, for a broad-I. J. Fox, N. V. furrier, for a broad cast series. Unusual in that the French semi-

thes will be on a program division between WEAF and WAlter herself the NBC and CBS wellleget by local to Manhattan starts July 25.

Wooten's Travels.

Wooten't Travels.

Hard Wooten manages is Wireleast Memphis. "off Structury" villy for Washington I. C. after as safens week in New York Provinces visited Charges and other state on seminal logueser word account. Inguiser word account.

Memphis, July 21. An ironiound contract made between two radio station here seems to have necessfully left the four local advertising agencies out in the cold. Stations WREC (and in the cold. Stations WREC (and in the stand against the local 15 percenticular against the local 15 percenticular against the local 15 percenticular and stand against the local 15 percenticular against th

Memphis Stations Mutually Bound

Not to Recognize Local Agencies

Cuder the existing arrangement either station paying commission to the local advertising agencies must forfeit to the other \$5.00 for each and every instances of such emition.

todast opposition to the hadvertising agencies reputedly fel-lowed a long period of disharmony. WEEC was first to break with the agencies, claiming that the agencies age noise, claiming that the agencies were speking to dictate suction policy, chiefe on station prices and talent, and generally make lite unhappy for the broadcasters. At a many for the broadcasters are a second exactedly cause to talent, and generally make life unique for the brondensters. An a later date WMC assertedly claim to, the same conclusion and proposed the alliance, which has now from the fire that a year. Heyt Westen for WHEC and H. W. Slavica for

WMC have since functioned on the policy that local radio advertising was not commissionable. Stations maintain their own axies staffs and solicit all local accounts direct. It is understood the four local advertising agencies have been unable to take any effective retaliation against the stations. It is not known at this time if overtures for an amicable adjustment will be not.

tion against the stations. It is not known at this time if overtures for an amicable adjustment will be not. Meanwhile station WHEC has further protected itself against local competitive methods by tying up all tolent in such a way as to prevent less of personallities developed as the glotton. Although tilter in the method of the protected during the probationary period, once the station dense a performer worth signing a provise is inverted that makes at impossible for takent to appear under its own or discussed the limits of six mention which for a beyind of six mention with the hast broadcant over WHEEL Station will probably exhibite the own division there are extension of this exclusive public that the six mentions are extension of this exclusive public.

COMMERCIALS

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name.

All time is b. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively.

An asterisk before name indicates advertising agency handling

account.

Abbreviations: Su (Sanday); M (Monday); Pu (Tuemlay); W (Wednesday); Th (Thursday); F (Friday); S. (Saturday).

A. C. SPARE PS.US Lad Glaskin 10-no-WEAP Henrictta Schum's Cockeoor 3 Marshalle Fact Katchi

Coekeos Ray Knight Eddie Green Dick Campbell Campbell-E ampbell-E

A # P

9:20-31-WEAU

cry Horlick

dort Elimmons

aria & Porri

ABBOUN

8:40-F-W48 Phil Baker
H McNaughton
Makel Albertson
Gage Delys
Clus. Arsheim Ore

age Delye us Arsheim Ore N. W. Ayer M. T. MARGETT 1:38-Sp-WEAF Mary Small Wm. Wirgon

DARMASOL 8:15-M-WARE Iwin C. Hill Irwin Wassey Edwin C. Hill
"Erwin Wases
BAUEM & BLAF!
(Blue Jay
Corn Plastes)
4:10-Tu-F-WJE
Wade Booth
Dorothy Day
"Needbam, L & B

DISCOOL 4:10-W-WARC

EL. B. D. C. O. CHEMBERS. POORS. Prances Lee Batter Young & Ribbins S-TW. Markett Chae Winninger Laung Base Assecte Haneshaw Concad Thibauti Sturic Wilson. Holanson, N. Jan's Gian Kalanschap. *Blackett

* DORDEN
18-Th-WASSC*
18 bin, in Blyw'd
Mark Warnow
18:40-W-WARE
Jane Ellison
*Young & Rubicam Maria's Corto'
Mary Lou
Conrad Thibauit
Frances Lee Bartos
Gus Haspachen Ore
'Banton & Bowles
10-W-Walte

Young, & Rubicam Badswol. My Pin 9-W-WEAP (Sol. Repaires) Fred Alles Portland Moffs Jack Smart Llowel Mankee Bileen Dagslas Irwin Delmer Miserva Plous James McIton Lennie Hayton Zames Agenta Device Campana

Detty & Bob' Betty Churchill Don Ameche Betty Winkler Art Jacobson Carl Brickers Louis Reen 'Blackett CAMPANA 10-Y-WEAR Trut Highter'
June Heredith
Don Ameche
Cariton Brickert
Cliff Soubier
B Sagernuist Gre
Aubrey Moore GENERAL TIRES

Jack Bonny Mary Livingston-Jimmy Grier "Hays MacFarlan Home when the Arnold Lulishy Lady M I. Hastman Jean Paul King SERMAN (Coamelles) - WARL AND COAMELES - WARL SHRIKER & CO. Mme. Schume

Maxine Lash String Quartet CIPIES SERVICE

Olga Albani Quartet Lord & Thomas CLIMALINE 45-Th-WEAT

Jul'uti Redadcast (From Paris) fucienne Joyce Gens Sobians Hahckem Kahn Huard Musee *Cecil Warwick Harold Mokes Jackie Heller Gale Page King's Jesters W. S. Hill SHOKER H-0 0:15-Dally-WAR H-Bar-O Bange Bobby Hensen Neil O'Malley Florence Hallag Billy Hallop John Barthe *Brwin-Waser CUTER (Odorano) 9-F-WJS Phil Harris Leab Ray *J. Walt. Thom

COLGATE-PALM
COLGATE-PALM
COLGATE Dentifries
0:30-M-WEAF
C'ig'te He'as P'rip
Joe Cook
Donald Rovis
Frances Langfued
Don Voorness HOOVER 0:80-Da-WEAF Edward Davice Chicago a Capolia Joe Rossiner "Bruin-Wascy D-To-WAL

Don Voorkees
Young & Rubican
10-Tu-WEAF
(Palmolive Bigar & Guest Alice Meck Jos Koestner's Gra *C. B. Frep almolive Soant A. Backer, Dir Florodora Gladys Swarthout John Barclay Mat Shilkret ASSESSMENT AL

CUP CO. (Dixie Cups) 6:13-M-WARE *Henton-B 40:15-daily-WEAP (Super Eude) Visra Lai & Em' Louise Starkey

KELLOGG 5:30-Daily WJI

Helen King
*Benton-B
CONTINENTAL
OH, CO.
10:30-W-W## The Singing Lady Irene Winker Allan Grant 'N. W. Ayer Harry Richman Jack Denny John B. Kennedy Tracy-L-D BRAPT-PRENIS

Whiteman Orc Johnson Egy Healy ck Fulton Walt. Thomps CRARY CRYSTAL 12-Daily es. Sq. Su-WEAF Gene Arnolds. . . Commodores.

EADY ROTHER FOR-WATER Vayne King Shack-Golds PART AND

LABONT-CORLING

H. Pirectone, Jr. Gladys Swarther Vocal Ensemble Wm. Daly Orch. Sweeny-James

STATEM AND STATEM AND

S-P-WEAR

'Byrd Expedition' Mark Warnow Op 'Young & Rubleau

SUNERAL MELLS

Jack Armstrong All American Bu

GILLETTE
(Safety Rasor)
V:15-Dally skeet
Sa-bu-WEAF
Gene and Giene
'Ruthrauff & R

GULF 0-0u-Wat

6-F-Mog Ethel Shutta Walter O'Kcele Hobby Bohns Ore *J. Wait. Themp. LEHN 9 FINS (Lysol) 10-Su-WEAF Guest Orchestra *Ruthrann a B *Kats
*Faty: A-MENT
**The-WABC
Bar X Days and
Mights
Carson Robiston
Lift Michell
Peart Pickens
John Battle
Ann Eloner
**Reseath Daignoon
**Wm. Mety Co LUXOR (Armour) PIRESTONE 0:00-M-WEAF

B-bu-WEAF
Tathie Pic Cime;
Jone Receilta
John Goldswarthy
John stanford
Gilbert Douglas
Morray Porbos
*K. W. Ayer

Su-WAZ 'Home Sweet II' Cecil Secrest Harriett MacGibi Bully Halop

Chas. Prerie O. Chartes Lyons "Newis-Wassy

Edna Odell Phil Porterfield Irma Glea Earl Lawrence MTCHAR (Ene Salta) 6-Tu-W-WJE

Eno Crime C Spencer Dean N. W. Arer

BOHLETE
BOTTLETE
HOT-WARC
Everett Blarahat
Victor Toung Ore
Stoomarle & Bud-Frank: Crumit
Vivina Buth
Parker Fenneily
B. B. D. & O.

Paul Kraat Rollo Hudson's Or 'M., D., D. & O.

REAL SELS.

#ANHATTAR BOAP (Q) 11:15-W-WEAF 11:30-Th-WJE Jack Arthur DeMarco Sie Pock

4. W. MARBOW (Oil Shampoo) Joan Marrow Bob Nolan Eddle House Placed direct

#: B-F-WARE (True Story) Court ... of Must Relations' Porcy Siemus Arnold Johnson's Risie Hits Ned Weaver Latcits Wall

MST. LIFE CO. 4:46-Daily WHAP

(Alka-Seltzer) WLS Bara Danes Ridge Runners Mac & Bob Clarence Wheeler Wada

Jummy Daraste Hubinord

d-W-WEAF
(C & Tea)
Jack Evari
Cliff Hall
Peter Van Stond
Kaihleen Weits

d-Th-WEAF
(Pleischmann)
Rady Vallee and
His Conn. Yan

2, Walt. Thoms Wade

BOLLE CO,
148-M-Th-WEAF

WEAF

WEAF

Shirley Howard
Guy Bonham
Wamp Carlada
Dwight Lathan
Mill Bettenberg

Tony Calluct
*Stack-Goble

BTD. OM. (N. 3 BIB-TB-WEAR Bacony Electrica Arthur Allea Farker Penncity Kate McComb Isabelle Winicett Robert Branes J. S. Gatchel PFHALING PRI (Deports Appirit Trans. BESS. MOORE

#TD. OIL (N. T.

Betty Moore WURLLED C. 10:15-M-W-F WARE Frank Muon Muriet Wilson Gus Haensches

Bill & Ginger Virginia Baker Lyn Murray "Hellwig 9:00-lin-WEAT *Hellwig

*HOTHWIN-TED:

YEAST

S-M-WIE

Jan Garber

*Mays McFarland

6:08-09-WEAF Frank Burn Virginia Res Ohman & Ardon Hort-Missele Gus Haenoben Ge B-F-WEAF (Phillips Hogh Watts Time' Frank Burn Vivienne Segat 8:20-The-WASE Abe Lyman Hogher Hogh Matta Charles S:20-The-WASE Abe Lyman Hogher Hogh Matta Charles B:20-The-WASE Abe Lyman B:20 03.01. 0:40-H-W-WARE

öttö-H-W-Wane Daw, Bunny & @ Hunny Coughlist Dave Grant Gordon Graham Un-Bu, B. D. & G. (Proct'r & Gambie Erfs-Dahly Ersaft Ma. Perkin Ma. Perkin Margory Hannan Kart Hubel Will Fornam Chra, Seglesian Shacett 0:15-Daily-WFE

Lewelt Thomas Roche-William PACIFIC DONAS

TANTYEANT 9:30-80-W/2 Death Vail'y Days'
Tim Frawing
Joseph Bed
Bdwid W. Whitney
Lonsowne Cowboy
Joseph Bonime Ore
"McC.Brick
PEPSODREP!
106-Baily, Except
Inc. Bu-W#E 9:30-ma-W42 Dramatic Sketche Tom Powers Leona Hogarth Hendrik Taraca, **Mack-Ooble B. B. TOBATCO

(Dill's Heat) Jungle Adventures Frank Buck P188.CO Tulk dolly ex. Ra-No-WARC

6:30-F-WEAF One Night Rund Pic Malons Pat Padgett Josef Bonime "MCC-Erick, "ANBER CO. (Ovalting, 1952 Little Orphan & Allon Barach Honrictta, Today Ed. Sprague Boahe Carter
P. W. Armstroad
PHILIP MORRIS
3-Tu-WEAF Honrictta Testro Ed Sprague Stanley Andrews Shirley Pell

PILLSBURY Machett
WARD DARING
2-Su-WARC
Pamily Theatre'
ames Malton
osef Planternock
Plet Gler-E
B. B. WATERED
0-Su-WES Poday's Children Phillips Valler Wickey

11-34-3-15 200

PLOUGH 186

Cary Lounter by

imata avia Percy en About You course Renord WEST CH

Coupe Dukes Figury-was Irone Hole Kantoe

Radio Reports

(Continued from page 36)

(Continued from page 36)
jority' was possible, the votes bening divided among 16 parties
divided among 16 parties
the National Socialist German Labor party in 1920, with a member
the National Socialist German Labor party in 1920, with a member
ship of seven, and who appeared to
be 'the one man knowing what he
wanted and apparently how to obtain it, gained the support of almost 50% of the populace in the
last 'free' election. This swelled to
more than 90% in a poll conducted
under force. 'Anseling 'Altier and
the Statis, ere Thyssen and other
the Statis of the statistic that the ground
to 'bloody Statistay' demonstrated
the German people were not a unit
in backing the Nasi slictator; that
whatever future developments may
be, they are certain to endure further suffering and disflusionment.
'Eagle's 'b-'liner is a clear
sponker, with a crisp, autoritative
ater about what he says and with
bet for a New York or Brooklyn
station vin a series of short talk
interpreting current European happenings.

interpreting current European inspensings.

Jaco,

ICE CARNIVAL OF YME ARR

With Fear Showness, Diane, Jan Savit's Orch.

This is the transcription series of WCAU Latent being used nationally by ice dealers to the in with the campaign of uniformed icensen. Cancer triemings of uniformed icensen. Cancer triemings to compete with articles or triemings or organized to the content of the c

SHORT-TRACK MOTORSIKES Matthew McEniry

Methew McEniry

R Mina.

COMMERCIAL.

KLZ, Beaver

Only dive minutes for this broadcast, but it's enough to give folks
a desire to see the race, and that
one reason there are several bundred at the park every night who
ean't get in. Haese see run bymotorcycle—on a short track, and
biania, and with plenty of sactisment.

McEniry, KLE staff anfirst-class

matthew McEniry, KLE staff and fatthew McEniry, KLE staff and mouner, does the job in first-class sport announcing style. Past smough to transmit the rationers are the mike, but clear, every word understandable. Sport moved in form west coast. Broadcast gives time for running-account all only one race, but crowed and bike noise, precase atmosphere, and race itself does let to draw crowds, with no commercial blurbing, as such.

commercial blurbing, as such.

JEANETTE FIGHMAN
Planist
Sustaining it Mine.

WGV, Seknockady
Cluesting on an afternuoh program, young woman brought to
WGV lietners a breath of chainwGV, Seknockady
Cluesting on an afternuoh program, young woman brought of
WGV lietners a breath of chainwGV lietners a breath of chainonliber plane playing in the classical
field. Mine Finnman's appearance,
not being newapaper-listed, anyone
ment, would probably aurmise, from
the skill with which she fingered the
invoice, that broadcast cristinated in
New York. As a master of fact, she
recently solved with Major Howe
Capitol Theatre Family, according
to mike man's sign-off.

She did particularly well with
process of the quiet, restrict type and
with those scrittes in a light, sorr
king with. Her finereins in the
trible was noticeably facile.

Another Ripley

Syracuse, July 25, 'You Can Bellove Ripley' is a new commercial program from WSYR, local NBC outlet. It's the idea of Pred R. Ripley, dation measure.

It's the nea or ere a super-station manager, whose appear-ares otherwise have been as news commentator for The Horald and flower Sentime, joint appears of a sightly 15-minute news analysis.

New York Ad Agencies

(Escutives in Charge of Radio Advartising Programs) N. W. Ayor & Son, Inc. 500 Fifth Ave., N. Y. C. Douglas Coulter.

Batten, Barton, Durstine Osborna, Inc. 282 Madison Ave., N. T. C. Arthur Pryor, Jr Herbert Sanford

Senton & Bowles, Inc. 414 Madison Ave., N. Y. C. E. M. Ruffner. Blow Co., Inc., 521 Fifth Ave., N. Y. C.

Bishett-Sample-Hummart, 239 Park Ave., N. Y. C. Prank Hummert.

Bischman Co. 122 R. 424 St., N. Y. C.

Carlo De Angelia. Cocil, Warwick & Cecil, Inc. J. D. Park Ave., N. Y. C. J. H. McKee. The Paul Garnell Co. 500 Pifth Ave., N. Y. C.

T. S. Caultin.

Bamusi E. Great Co. 20 W. 44th St. N. Y. C. Arthur Anderson

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William Esty & Co., Inc., 100 E. 420 St., N. Y. C.

100 E. 420 Bt. N. Y. C. William Ed.; Edward Hyron. Federal Adv. Agoncy 44 Madison Ave., N. Y. C. Fiotcher & Ellis 33 Madison Ave. Lawrence Holcomb. Gardner Advertising Go. 330 W. 424 St. N. Y. C. Martin.

330 W. 42d St., N. Y. C.
R. Martini. .
J. Sterling Getehell
430 Lozington Ave., N. Y. C.
Gothant Go.
250 Park Ave., N. Y. C.
A. A. Kron
Leoresce C. Gumbinner
9 Raat 41st St., N. Y. C.
Paul Cumbinner Paul Gumbinner, Manif-Metager, Inc. 745 Pitth Ave.

Lauth A. Witten.
Joseph Kule Ga.
387 Park Ave. N. Y. C.
Bennett Larson.
Lambort & Feasley, Inc.
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Mann Hollner.
Robert W. Orr.
Lord & Yhumes
327 Park Ave., N. Y. C.
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McGann-Eriokean, Ins.,
286 Madison Ave., N. Y. C.
Dorothy Barstow.
Nevedi-Emmett, Ins.,
46 E. 34th St., N. Y. C.
Richard Strobeldge.
Paris & Pearl.
270 Lezhatton Ave., N. Y. C.
E. J. Cogna.

270 Lexinaton Ave., N. Y. C.
B. J. Cogan,
Peck Adv. Agency
271 Madison Ave., N. Y. C.
Arther Sinsheimer
Pediae & Ryan, Inc.
250 Park Ave., N. Y. C.
David F. Crosier:
Edward Longstreth.
Frank Presbrey Co.
247 Park Ave., N. Y. C.
Fulton Den.

Fulton Dent.
Ruthrauff & Ryan, Inc.
Chrysler Bldg., N. Y. C.
Myron P. Kurb.

Myron P. Kirk.
F. B. Ryan, Jr.
J. Walter Thompson Co
in Lexington Ave., N.Y.
John U. Reher,
Robert Colwell.

Yaung & Rubitam 286 Madison Avs., N. Y. C. Hubbell Bobinson. W. R. Stuhler,

Toy Theatre Over WPG

Atlantic City, July 23.

Toy, Theorie, which has restandth 4th summer sensor in a boattroops in the back hay of town, will rive a series of Monday breads are over W194. A Center City unit of the

Mario Leditis is director of the group wints include, Mary Parcal, Cora Burlor, Lak Golden, Ruth March, Ruth Des Hertrich, Lucius Scott, Davis, Friedkin, Arthur Strager and Free Kellon

Tourist Station

Mexico City, July 23.
Radio station KEAA has been intigacated in a Mexicali hotel. Uses
American tourist enticing programs.
Town now last two sit stations.

Here and There

Joseph B. Preitag of the Freitag Advertising Agency, Atlanta, Ga, was a recent visitor at WBT, Charlotte, N. C., where he looked over the available unaponasored station programs to audition staff taken for a client who expects to start a program series in August, While in Charlotte Mr. Preitag renewed the agency's contract for Pure Oil Dixon Minstrels, to run for 3D additional last-hour programs, onto time a week.

Dubith Civic Symphony orchen-tra, under the baton of Paul Lenay, goes over NIC coast-to-coast act-work this aummer for six concerta. Will emanate from WEBC, Dubith

KHJ enecs emphatically deny the existence of a deal that would trans-fer ownership of the Don Lee ata-tion to CHE.

Anneits H. nghaw is recording for

Julie Crum, dotter of the picture director, goes into KMJ. Los An-geles, showcass on 16 min. warbling routine.

Neel Barrett, general manager of 20MO. Oklahoma City suitet, 10MA, is back at his desk after a short racation due to a minur oper-ation.

Ralph Osman of Julius Hartt school of music Hartford, Conn., is broadcasting over WEBC, Duluth, nummar

Kay Macras back on the air with a Wednesday evening anot on Wilnx, New York, Ted Rogers is doing her continuities.

Old Man Burnhing has now taken unto himself a degree. NBC audi-tioned one last week which tagger itself 'Dr. Sunsbine, philosopher.'

Bill Huggins to testing for War-

Coorgo Givet to set at the S. S. Royal showboat, Foint Picasant, N. J., which Beet Moon apprates.

Eddis Stanley, CBS connediso, has been signatured by Herman Berois to a 10 year managerial contract.

d Rainey, hillbilly, new to WOR, Newark, for a Tuesday and Friday secies at 3:45 a. m. comes from WFLA, Tampa.

Merlie M. Ayissworth confermed to

Charles Bibas in pinch-hitting for Alton Cook, radio columnist on the New York World-Telegram. Cook is making it two weeks in Adding-ton, Va.

John Gourlie (J. Walter Phompson) on a week'n jaont around Chi-

Charles W. Horn's title at NBC has been changed from general engineer to that of director of research and development.

Charles Cerrell of Amos 'a' Andy went through with his booking on the Bremen (18) despite columnia of the Bremen (18) despite columnia of offerts to impress him with its Nasi implications. Correll and that he was the convenient boat out for him and that he would have to go through with his reservation; Lord & Thomas, agency on Pepsodent, suggested that he take the Levisthan (18).

Frue and Sloininger has added WKZO, Kalamanon, Mich., to their station representation list.

William Rembeau establishing a Vest Coast office:

Jack Keasler of KOMA, Oklehema City, is to join WECN, Birmingham, is commercial and production man.

Fladosa, KDKA, Pitla-aveling fite for her vacaburgh, traveling for

Vilcon Rafaet, Pullsburgh who won How Rornic's local an then has winder, now on WMC's New York

George Restty out of Mercy hos-pital, 18ttsburgh, eafter hernes poration and recoperating at his home in Statesville, O.

Casis Moleon booked for two Pittsburgh inte-nighters in same week, West View Pirk July 36 and Mational Park Aug 4.

Overnight Result Demand Puts Radio On Spot, Kobak Warns Advertisers

Portland, Ore., July 23, Edwar Kobnic and Don Gilman. both NBC vice-presidents, spoke on

both NBC vice-presidents, spoke on heinif of radio at the convention has week of the Pacific Advertising Chito Association.

Ratio session opened, with Paul, Reitmeyer, manager of KGW and KEX, as, chairman. The first speak-es, Professor Cyril Jansky, keynoted meeting when he declared that the industry in now in the stage of criti-

have passed the stage of early We have passed the stage of early generalife experimentation, he told incidegates, and have gone through the period of rapid combinereial expedition. Now radio in entering the third stage and is facing entreprise conditions. We must show effectiveness of coverage.

Jamsky went into the factors which govern radio coverage, and brought out the fact that algust strength does not necessarily derical upon transmission power, He ex-

transmission power,

upon transmission power. He ex-plained that lower frequencies are the most effective; elting the rather giarding results of experimentation. The hundred watts of power, he pointed out, will give the same sig-nal strength at a certain measured distince on 600 kilocycles as 50,000 watts on a frequency of 1,500 watts kilocycles. Power is not an index of radio everage. Kobok supplemented Janeity's talk with further emphasis upon the need for actual information about radio severage.

everage. Nothing ever got business as fast as the broadcasting industry, be said, but now the time has come when we face hot competition. We may no longer depend spon the newness of the industry of the action of the advertiser's say to get business. We have to prove that radia saids.

faction of the get business. We have to pro-get business. We have to pro-radio sells. Kebbit asserted that radio really floors sell, but that the industry has been put on the spot by advertisers to expect fremendous results. who expect fromendous results overnight. His advice was to sell radio as a continuous effort and stop the advertiser from checking upon results the next day after a

radio as a continuous effort and aton the advertiser from checking upon results the next day after a broadeast.

He also essented radio atation recently a second attaining programs as a howespaper does its cultorial ragge.

You couldn't say the editorial pages of a newspaper, he added. Raddo, too, has an editorial function. We have been for prope in broadcasting to sell good autafaling programs that have built up monsising of good will. There should be some of the best programs on every station every day that contain no advertising. That is the editorial duly of radio.

'At least we are able,' he told the convention, thoroughly and successfully to prove circulation.

Van Fleming, comedian and evitor and formerly with NRC is faut Francisco and Chicago, put an one may akit impositately following Professor Jansky's silecussion on cheming a technical radio report with blackhozad, chart and fall.

Funniers bit of all was that in his

blackboard chart and with blackboard, chart and 'all. Punniers bit of all was that in his talk, Professor Jansky walked right hito the gang by using a nero point-er that Flewing had planted on the Plage for his connedy unit. This charpemed the burleague.

Moral-Don't Worry

An idea of this here radio showmanship from its inner workings are the instructions given ilmay Sava prior to his radio debut on the Rudy Vallee-Fielachmans. Yeast program Thursday last (18).

As is known in the trade, Sava is essentially a panto conic, and employs a minimum of talk in his act, rarely uttering a sound save the enmedy style of panto should be utilized. I here he has no script act of his own to call upon for any microphonic transmission.

script act of his own to call upon for any microhonic transmission. The J. Walter Thompson agency solved thins; for Savo by telling him frankly to consult any Joenillers he had in his mental catalog. He recied off a few ad lib gaps and the agency staff approved stating that those gags may be known to a couple of performers around here but we're not trying to sell them; those people in the sticks will think your jokes are new and it won't make any difference.

WDAS IS WPEN ALLY

Overflow Business Divorted Under

Philadelphia, July 22.

full-time - indie, join: forces with WPEN this month to source some of the business which falls by the wayside when the latter outfit goes to 500 waits and a more choice kilocycle position. WHAN, which has carried the branch of the foreign language business in Philly. Arrangement is for WDAS to the language shows in the evening section when they move from their present hendquarters to WPEN'S Radio Centre. Deal given them they old WPEN, transmitter, and combines the sales staff of each station under one central unit. enare some of the business which

nines the sates stain of case station whole one central unit and sates whose in primarily for the sates angle, since WPEN ups its rate card and can stoff the cheaper contracts to WDAR, a 250-watter. Understood that WILAX averaged a gross of \$100,000 annually in feeting in the contracts.

guage trade.

Arrangement with WDAS was originally made by Paul Harron oritinally made by Paul Harren several months ago, and continued by WiFKN when Harren was re-placed by Chrence Taubel, and-jerity stockholder of the latter shouldone ho, assumed artist man-agement July 1. WIFKN a connec-tion with the WMCA-Storer network was severed today (23) as WIP takes on the New York whre and severa its own long-standing tie-in with WCAU and the Colum-

tie-in with WCAU and the Columbia network.
WPEN began using its new three-tower transmitter today, which employs the new vertical radiation principal. It is said to be one of the few systems in the world using three towers and the unity transmitter employing directional unitenance in the east.

Missouri Asın, Re-elects Dirks, Gillin and Thomas

Omaha, July 25,
Missouri Valley Broadcasters Association meeting at Hotol Conast
Wednesday (11) re-elected all offects. They are Dee Dirks, general
manager Union Hoiding Co, Lincolu KEFAB, ROIL, KPOR), president; John Gillin, Jr., manager
WOW, vice-president; Art Thomas,
WJAG, Norfolk, secretary and

v.AG, Norfolk, secretary and resourcer. Besides stations mention, sessois-ton includes EMMJ at Clay Center, (eb., and RPNP at Shenandoals, own.

FRANCE HAS A **GOOD PROGRAM**

Furin, July 12.
Vichy, the French watering place, is making heavy effort to put French radio on the map this summer. Since June II, than been broadcasting symphonic concerts from its oasine over a national French network and from Radio Coloniale for foreign listeners.
High grads talont, such as Felix Weingartner, the San Carlo opera orchestra, Johan Straues conducting his own works, and Emile Cooper is belong works, and Emile Cooper is belong words.
This is considerable boost for This is considerable boost for coordinate to get on its feet in apite of waterious should be get on the feet in apite of waterious should be and also is boon to fans who usually have to tune in our configurance of any-

in on foreign programs to get any

Zugamith's New Job

In the new realignment on the columbia, network band hooking division within the artists service to New York territory extending west to Ohio is in charge of Al Zugemith.

agsmitk. Neil Conklin has the pridwest and etc de Lima the far west.

Pontine Gets Set

Don McNeil for comedy and Jane Froman for singing appear to be the first definite takent bookings for the fortherming Pantiae show.

Sisc has been pining innumerable auditions for the motor car first.

popularity of austaining programs

herhed on an extensive scale by an outside survey organization. In the

fall it is hoped to employ the figures gathered to sell the checked sus-

gathered to sell the checked sus-tainess for aponsorship.

Originally the networks put to-gether programs on speculation and subsequently sold, or expected to sell, them to advertisers. In more

recent years the webs have had poor

luck in attracting backing for estab-

lahed programs because every ud-

Webs Surveying Sustaining Shows

Preparatory to Fall Selling Drive

Both networks are having the vertising agency and big league ad-opalarity of austaining programs herked on an extensive good by an utilde survey organisation. In the completely sawilowed the latter-day

Gary, Brown, Sykes on Sub-Committee Of Communications to Rule Radio

Those Flatbush Offices

Those trick amateur managers of radio talent are get-ting to be a general pain all around. The 4d agencies ab-hor 'em as do the radio station personnel because in their blundering, unwitting style they exasperate almost every-hore.

-and for some reason the other brings out warblers and the like from unknown ranks meaning relative, friend of the family, or lawyer looking after their business interests. Each wants to make sure nobody takes advantage of the poten-tial Cantors, Johann, and Kate Smiths and all become a col-

smiths and all become a col-lective pain.

When finally nesded for a contract or the like the 'office' addresses are usually some-where in Brooklyn, Jersey or the like.

2 SPONSORS RENEW WGN SCRIPT SHOWS

Chicago, July 28.

Chlengo, July 28.
Two standard scripts on WdB,
the Chicago Eribune station, have
been renewed by their sponsors.
First is the Painted Dreams' scrial
which has been re-contracted for
by the Cal-Aspicin company starting Aug. 16. Show will also be piped
to WLW in Ciney.

"Story of Helen Trent' was renewed for a run by Edna Wallace
thopper through the local ElackettSample-Hummert agency.

Coast Shellers

Hollywood, July 24.

completely awillowed the Ratter-say, agency conception of a good rudlo program as one the networks had nothing in ale with outside of hooking up the telephone lines. Logic behind the present surveys is to, marshal facts purporting to demonstrate that entablished popularity is for sale through the network as

sale through the network

against the shows offered by the

Henry E. Wakhall and Evelyn Brent will head the cast of the Shell Show over the Coast Mic chain tunight (Monday). They will do a scene from the play, 'Leah Kleschna.'

Washington, July 23.

Commissioner Hampson Cary of Texas will be the exar of the broadcasting world, as chairman of the broadcasting division of the Federal Communications Commission, under a program of organization set up

Commissioner Thad H. Brown of Ohio will be vice-chairman of the division, and Judge Eugene Q. Sykes of Mississippi, who heads the countriesion, will be a member.

Three commissions have been set to and the countriesion.

Three commissions have been set up and nor now functioning, the others having churge, respectively, of telephone and oblegraph.

Broadenst division will have jurisdiction over all matters relating to or connected with broadensting, but the commission as a whole will have jurisdiction over the assignment of framework bands to the various scale. frequency hands to the various radio

Matters coming within the scope Matters coming within the scope of two or more of the divisions also will be handled by the commission as a whole, this including the in-vestigation of the American Tele-phone and Telegraph Company, which will involve its connection with ERPI, its ownership and con-trol at gound and metion picture patents and its rates for broadcast-ing wires and other services.

Autograph Nuts Push Celeb's Assist. Thru Window in Syracuse

Bynacuse, July 25.

Mab of autograph flends, besign fred Frame, racing driver, larger a WFIL commercial broadcast bere, shoved Edwards Sporrs, assisting Frame, through a glass window, sending him to the General Hospitch for treatment.

One insistent admirer was arrested by police.

Broadcast was a Ford proposition, Frame giving an aerial interview.

JACK BENNY MOVING

Jack Benny's last broadens from the Cuast in July 27 and his next from N. Y. Aug. B. Benny has linished his film for Reliance-Edward' Small, "Transat-lantic Showboat," and is coming cast.

Boston of Mexico

Mexico City, July 18.

Radio Mation XEKL has been in assurated in Leon, Guanquisted in Leon, Guanquisted in tention and the first ing center known as the Buston of Mexico.

American and Mexican interests sponsor the station.

Listerine Listens

Listerine is now lending an ear to an original series of apercitas by Jerotoe Kern

omposer would have charge of easting and staging, with NiiC



Reading and Using



Radio Station Managers, Salesmen, Program Directors and the others connected with Local Broadcasting are reading Variety with a growing realization of the wide usefulness of Variety.

It has been pointed out by some of the more discerning broadcast executives that the Radio Department of VARIETY is not the only department of value to an alert broadcaster.

Station men who take a long-distance perspective on the business of running a radio station realize that what the other fellow is doing is always important.

The other fellow is not necessarily the boss of another radio station. He can be anybody who by reason of enterprise, ingenuity or show-manship creates counter-attractions and thereby threatens or lessens your station's audience (circulation). In other words, Radio Stations are competing with the rest of Show Business for the attention of the general public, and as a measure of self-protection thoughtful and go-getting Broadcasters like to know something about the rest of Show Business.

Read and use Variety's Radio Department for its natural and direct bearing upon your business problems.

But don't think of the rest of VARIETY as lacking in value to you. The film theatre on Main Street is remarkably similar to the regional radio station. Both are selling entertainment. One through the sale of tickets, the other through the sale of time.

It all calls for showmanship.

Radio Chatter

New York

Leo Carillo WOR-interviewed by Base Dadley.

[331] Melia jorne WMCA to assist Fred Coll contacting dance bands. E. P. H. Jamos off for London to visit relatives on a holiday away from sales promotion at NEC.

[34] The state of the state of

serial serial serial has been re-cived commending plane music that WESC. Elmirs, but four plannts on the same day. They were lieb Day, Gladys Morrison, Kosalle Rightimire and Loretta

Konsile Kiritimes in Lorentz Kyan. WissiG. Einira, in broadcasting wo-havin program from Cornell University. They conside of mu-sical and variety offeriogs. Alloony. Vocation time at WOOL. Sneedled Work, adult measurer, and his wife the Joh. Pearl Burack, office secretary, also resting. Harold E. Smith, gen. mgr. of

Mr. and Mrs. NEW YORK ... WORDS FAIL ME THANK HEAVEN MUSIC DOESN'T ... All

THANK YOU

I Can Say

97 27 99

At the Pione

DIRECTING MY ORCHESTRA AT THE

BROADCASTING

CBS SIX TIMES EACH WEEK

WOKO, Aibany, got a new office when the business department space was enlarged. Hoyden Rand, śrama director, moves from a corner into a private sanctum.

Itiliae vincent, silver-beaded pongstrease-size a plainum blonde—is doing her blues singing over WOKO broaden the Cocarul Carlo of the blues singing over WOKO broaden to the cocarul Carlo of the blues in the cocarul Carlo of the cocarul Ca

tenors.
Jos Orkindo, 'mclody Masquer-nder' doing a series for WNYL every Sunday at 5:15 p.m. Stoopnagie' and Budd both ac-quired new motor buses.

New England

Water Musson, formerly with WGY, has been added to the an-nousning staff of WDIC. Hartford. Mare Williams, Singley Cowley, who came to Hartford from VLC Cincipanti, will broadcast sver WTIC.

Cincinnati, will proodcast ever WTIC.

Jay Ray and Eddie Regicy, former stock company players, are presenting old-time minutrel shows over WTIC, Hariford.

Alterations on the sixth floor of Travelers Insurance Company bidg, in Hartford, which houses the studios of WTIC, will give the Connecticut 50,000-watter three new studios, no of which will be large enough to accommodate hundreds of specialors. J. Clayton Randell, technical manager, in his charge of the work.

schnical manager, is in charge or ble work.

Norman Cloutier WTIC Barrised barmanter of Merry Madeape, is negotiating with Brunswick Records to be made by him and his band. Cloutier is heard four times a week over the NBC-WEAP network.

Curtis L Bockus carnival user radio for networking, carnival user radio for networking.

Big Slim and His Cashy Cowboys forced to postpone Vermont dates for week due to asto accident at Siranac Lake. N. Y.

Donne Kennedy, MEC organist.

forced to postgone Vermont dates for week due to auto accident at Saranac Lake, N. Y.
Dionne Kennedy, NEC organist, beard over WDEV, Waterbery, Yt.
is special broadcast.
Arthur Brown, organist at Richmond, V., station, is vacationized at Minom in Buchington, VI.
Arthur Brown, organist at Richmond, V., station, is vacationized at Minom in Buchington, VI.
Arthur Brown, organist at Richmond, and Buchington, VI.
Clair T., Leonard and Lynau further while vacationing in Vermont.
Clair T., Leonard and Lynau further the commenced a series of nusical programs ever WCAX, Burlington, VI.
The unling of crows is now frequently heard during the early nocrains programs ever WDEV, Waterbury, VI.
Arthur Fiedler's Espianade Converts, for the past years a feature will be heard the gentler lainment will be heard the gentler lainm

a series of revenue.
Edward Muchiush's broadcasts at the WBZ studios are fast becoming Mecca for Boston's summer visitate.
Edward March 1997 and the guest list is the series of the students.

ors, Every star too, growing.
Virginia, Thompson, 17-year-old unknown, winner of Dick Powell Cliff audition at WICC, Bridgeport. Goes Into Roston recionals near

Goss Into Roston recionals near month.

Erke Peterson's musickers with Caryll Kelly, out at Rhinelander Gardens, Armens, N. Y., after being there since early 1935. Band lined up to replace Julian Woodworth at Longshupe beach elub, Westport.

O RDC's Alols, becomes personnen bird party to the Sill Therney-Jud La Haye 'Song Skop' at WTIC Hartford, A controlle, she'e hitter-to been at WHCC. Bridgeport.

Worton Downey, now on his unchalchier bour, due next Sunday hight with his CES Studie Turry work as Roton Point Park. South Norwalk. Come.

Jonn.
Finnist Dot O'Brien can't make as spot at Wi'C, Bridgeport, and lirginin Lund, songstress, will herefore have to wait for further loss.

me. Banks Kennedy, Standard organ

Banke Kennedy, Blathford organisel, playing at Peepskil, Ph. 74, the stree Sundity-morning at the place at WICC, Tridgepork, James Cavallary's New Enven James Cavallary's New Enven Mill George, New Haven emit-acasticing from Wednerdery WICC.

bipot, and Lillian Kaya, ex-CDEar from BioRaio, guing to bat.

E. B. Bibleout, who bureassets weather over WEDE twies daily except Sunday, showe from Boston to divy off. All sightnessing comprised only a look at the Empire State thirding from the street, and an inspection of meteorological Instruments in New Yorks weather hureau. Trip totaled 4ff sulles. Persey Wood did a preview of a Persey Wood did a preview of a Persey Wood did a preview of the Computer o

fighing.
Radio Fress Bureau bulletine will
be heard from now on over WEZ,
Hoston, at T. p. m., instead of the
11 o'clock into spot.

Minnesota

Full Bronson, KSTF production manager, is on a sailor's holiday. Phil drops in at the studio about every other day; he just san't stay

Fill Bronson, KETT production manager, is on a satior's holiday. Phil drops in at the studio about production day, he just san't stay way, the production of the production of

Pennsylvania

Harold Davis on vacash. Prits Hubert in from Payallop

Wash.
Warwick filters, Pete Woolsry
and Diane at the Fost.
Mannie Ritter spening a liquor
store in the Wakon hotel.
WiP vacationing Jerry Crewley
with Murray Arnoid filling she

WIP vacationing Jerry Crewley with Murray Arnoid filling the chores.

Andy Blanton, WIP spotts spieled, doubling at the Anchorage as me. T. W., WIDAS apportsman, signing the property of the control of

Nehraska

Lote Green off on vacation at Wew. May Lanquist working in her piace and through summer to relieve during other yacations.

Diversional club closed for the Control of the Late hear breadcasts.

Crowds making the Sixty Clubtheir summer headquarters. Jack Pettis band and Neida Kineade the attractions.

Larry Kenmer, KFAR, and wife, Harrist Cruise, off to the Colorady hills for two weeks of resting up. Faul Luther, KOIL, out of the heights hou trust rest up nearly a month yet before getting back at the mike.

Fhontelle Joses hack at KOIL from a weeks whit to the Chi fair before it was a summer of the mike.

Fhontelle Joses hack at KOIL from a weeks whit to the Chi fair before it was a summer of the control of the contro

Ohio

Sait and Feanuts bach at WLW, Clincy, after two-year absence, and two-year absence and two-year absence at WLW, Clincy, for brief and two-year appears in the two-year appears and two-year app

association for benefit of tile members of the property of the

Ken-Idad 'Unsolved Mysselves' com-mersh airings.
Another new sustaining series at MI.W. Clickinnati, is 'Emoke Dream,' broadcast Eunday evenings from \$.30 to 7 o'clock. Features Harry Hotcombo in reminiscences, with ork directed by Fred Jacky, and male quartet and sololats.

California

Lawrence King back tenoring twice a week at KNX, Hollywood, Radio Release, Ltd., recently hautched by C. Whitney Sheely appeciation; at waxed firm chatter. Lee Mawhimm, KNX news editor, is doing a series of tabled dramas taken from originals. Pickard family of hillbilly entortainers from Chicago wacationing in Los Angeles.

Pickard family of hilbilly entortainers from Chicago vacationing in
Los Angeles.

Naylor Rogers, general manager
of KNX, breezed into strike-visiden
fam Prancisco on a business trip.

KECA's petition for power increame being protested by neighbors
of station on ground that it would
only add to present din hat KRED
only and to present din hat KRED
on Prank Doherity dealed in official of
WMCAs as good
Reity Jame Rheden, 13-year-old
torcher, given two-year centract by
KFWB goes to 4,500 wette around
aus. 15 on its daylight span.

Initial alring of new III Jinks
show over KHJ gota a network
showing.

Auditions for Campboll mouper
free more than 800 hopefuls to

EHJ.

lowa

J. D. Malin, manager, WOC, Wido, back from New York, where he attended the A. F. Weitrith Taylor Shaw, assistant dramatic director, Drake U., handling the Home Management club for WOC-WHO.

KSO has a customer on the inquiring mile who greets his me in northern lows every noon—saves pootage.

in northern lows every non—anve-postage.
Pete MacArthur, program di-rector, WOC-Wild, guest artist with Scotch ballads on Pointers, beer program with Feed Jeske, no. Jas, C. Hanrahan, general man-ayor, KSO, went into Chi. to get NiC talent for KSO's desidentury week elebrating increased power.

Illinois

Paul Fogarty and John Harring-ton helped the garage business by getting this auto smost-ups. Frank Schreiber still talking about taking a weation. Russe Hodges, ex of WCKY, sports announcing at WHIP.

Maryland

Ance Eckels, WCBM's engineer, actoring to World's Petr. WBAL piping to NEC blue hand



oolumbia broadcasting system . . .

monday thursday friday \$100 p.m. e.d.s.t. coast-to-coast

Management TED COLLINS

Radio Directory

(As a convenience for advertising agencies, sponcors, and other readers, 'Variety' prints below a directory for New York, Los Angeles, San Francisco, and Chicago.)

New York City

Nac

(Stations WJE-WEAF)

Dapa: Imort: Heads Donald C. Shaw, Eastern Sales Mgr., Affred H. Merian, Bun. Mgr., Program Popt. Frank Motleri, Agricultural Dir.

GRACIE

The Sweetheart of the Blues' NOW AT CASINO DE PARIS

HERMAN GERNIE 1810 Greadway, New York

THE GREEK AMBAGGADOR

GEORGE CIVOT

EVERY TUESDAY D P.M. Count-to-Court

HERMAN BERRIE



PEABODY

The Instrumental Stylist

Personal Direction HAROLD F. KEMP

EMERSON GIL

AND ORCHESTRA ANTLERS HOTEL COLORADO SPRINGS

HAROLD STOKES

Climalene and Palmer House RDC, CINCAGO

VERNON CRAIG

Tors. 1:30 P.M. CST Thurs. 2:30 P.M., CST, NBC-WJ2 Bertha Braihard, Program Mat.
Thos. H. Belviso, Music Library,
W. D. Blotham, Purchasing Agest,
John M. Carey, Service Supervisor,
London M. Carey, Service Supervisor,
Ruth Keeler, Personnel Supervisor,
Buth Keeler, Personnel Supervisor,
Londy Willycomb, Mars, Fia, Belait
Wim, S. Hedges, NASS STALL Belait
Wim, S. Hedges, NASS STALL Belait
Wim, S. Leeber, Mars, Pattathical Brait
C. J. McCarthy, Asso, distall Belait
G. W. Schmelons, State Petal Belait
Leef.

hert.

Harold Kennp, Arists Bowton Pupular

Lisent.

J. Tuthili Sales Mgr., Arists Bowton

Mgr., Arists Bowton

Mgr., Arists Bowton

Mgr., Arists Bowton

Mgr., J. M. Massen, Merchandists

W. C. Roux, Promotion Adv.

R. J. Kansen, Presentation

Mrs. Prances Rackefuler King, War. pri
ate outerstandment.

RBM

(Station WASC)

465 Madison Ave.
Wickersham 3-3000
William B. Paley, President,
Edward Elauber, Executive V.-P.
(Continued on page 56)

Radio Chatter

(Continued from more 41)

(Continued from page 41)
the weekly Phil Harris period. Band is current at vandfilm Century.
Purnell Golid moving into new lake Colid moving into new lake Colid moving into new lake Colid moving into the Colid moving frip.
Jack Stewart in from Pittaburgh for couple of days.
Local harmonicist, Danny Saka,
Local harmonicist,
Danny Local

Georgia

John M. Outlor, advertising manager of WSS, vacuationing in Florida.

A second of the second of the floridation of the second of

Pacific Northwest

KXL has discontinued the base-hall broadcasts for the remainise of the year. It was decided after Fortland had won but two games out of 15 after the season had been split. KXL has broadcast the base-ball games for the past five years, but feels that the interest is lack-ing, sepecially due to the fact that no efforts have been made to bolster the cheek septial. The Black Ghost.

the club.

A new serial, 'The Binets Chost,'
released over KALE.
Carolyn Whitney over KALE in
Songa of Love.'

Armand Back to WGN After 2 Mo. Lay-Off

Chicago, July 28.

Armand cosmetic returns to WGN in September after having secured permission to lay off the WGN time contract during July and

August.
Starts a four-week ride of radio diese featuring the Lennic Hayton orchestra to make up for the four weeks of suspended animation during the two hot summer months.

Sam Bennett Steps Up

Ft. Worth, July 23.

Lee Armer, president of the
Southwest network of which KTAT,
Pt. Worth, is key station, has appointed Sam Bennett as commercall manager for the regional web,
Ilay Lang, former announcer,
succeeds Rennett is the managerchip of KTAT which he vacates.

Southwest web include. KTSA. Southwest web includes KTSA, San Antonio; KOMO, Oklahoma City: WACO, Wasen and KNOW, Austin, as principals with seven other actitions having a nominal of-

PROS TAKE 26 1ST PLACES IN CONTEST

RADIO

Campbell floup hant for a leading lady for its CDS program, 'Helly-wood Hotel,' due in the fall arems Of 49 city winners tabulated as to

Of 43 city winners tobulated as to eggerience by CBB on Monday 26 have been reguiarly omployed either as commercial or suntaining artists. In all 26 Columbia attains for adjunctions and there will be 12 regional eliminations.

L. Ward Wheelock, v.p. of the P. Walls Armstrong advertising agency, is the promoter of the stunt, which while not original in itself as handled for Campbell and CBB has knecked down a good volume of publicity attention. It's part of Wheelock's notice of whooping up excitement, in advance of the program's debut.

rogram's debut.
Professionals capping local first deces include:
Dorothy Mather, WDRC, Hart-

Ruth Bourstoin, WOKO, Albany. Gertrude Barre, WORC, Worces-

Motor Latour, WQAM, Miami. Lorrains Piper, WDID, Chatta Ruth Plake, WBJS. Winston

Ernin Blainck, WALA, Mobile. Isabelle Haigier, WHFA, Moni

omory. Esther Carlson, WMAS, Spring-

Ponny Poery, WCCO, Minneapolis Ruth Curhart, WCAU, Philadel-

hia. Mary Barghoff, WOWO, For

Russel Semp, WNOX, Knoxville. Alva de Marks, WDHC, Dicming

irens Righter, WERC, Cincinnati. Lillian Chestrutt, WMBR, Jack-Doris Shumate, KMOX, St. Louis. Christine Frazier, WHEC, Roch-

Painy Lea, WDBJ, Ronnoke. Christine Ridge, WHAS, Louis

Emily Stephenson, KOMA, Okia-

oma City. Josis Matrangu, KFKA, Bacra

Irene King, WADC, Akron. Layon Armendaris, WHW, To-

Mary Longler, WPG, Atlantic City. Virginia Doyle, WHP, Harris-

WGY HALTED BY FIRE

Station Off HEE

Schonetady, July 23.

A \$100,000 fire in coal yards half a mile from the General Electric Company's transmitter in South Schenectady, burned the cable bearing the short-wave lines and a number of telephone wiros, forcing WGY and its development wiros to temain stient from 2:17 until 7:52 p. in. Thursday night and to depend upon phonograph records until 9:52, when an emergency line strung by Willard J. Purcell, chief engineer, enabled it to rejoin the NBC red notwark.

WGY was silenced just after Gene and Glens had begun their pragram. For a few minutes the techniclans did not know the source of the trouble.

of the trouble.
Learning that flames were shooting in the air over the sable and wires half a mile away, the management decided to broadcast from South Schenactady. Accordingly Announcer James Cornell rushed in his car with a stack of seconds from the downtown studio. He was at the internet with the first contil WCI reheaded with NIC for the floworst program. Metworst program. Metworst. NPC for the final twe minutes of The Showboat program. Network features missed were: Cone and Clenn, Shirley Howard and the Jestern, Shirley at the skillet, Rudy Vallee's Pledechman Hour, and all event the finale of The Mourboat.

Stephenic Giamond, WCAE, Pitts-burgh, leaves the station after three and a half years. She's taking a two-monfa vacation before going to New York in the fall for the Joe Councer reserves.

Renewala

Real Silk Hesiery, Indianap-one firm has extended its RISC program with Charles Previn and guests singers over the blue web. Through Erwin-

and guesta singers over the bine web. Throusen Erwin-Waser agency, Chicago.
Ceneral Mills (likquick) of Minneapolis renews its Tsetty and Tob's show ever the NBC blue for 13 weeks. Through Blackott. Sample - Hommert agency, Chicago.
Mells (shaving croam) of Dedford, Ohlo, renews for 13 weeks starting Oct., 1, 1984, over NBC rei web. Talont in-cludes Molle Trio. Shirlew Howard, Dwight Latham, Waren Carlson Guy Bonham, Mit Rettenhers, Tony Cat-lucht. Through Stack-Goble agency, Chicago.

New Business

COLUMBIA, MISSOURI
Capitol Drewery, of Jefferson City,
Mo., sponsore Jocal (Colembia) Suriady Dassbull games, Also takes the
sport review, a daily feature for
three-month period. Direct. KFRU.
Summers Mesdios, photo finishers,
of Urionville, Mo., sign his-month
contract for two ppor announcements per day. Direct. KFRU,
Maricond College of Beauty Culture, Jefferson City, Mo., signs
three months contract for one daily
apot announcement. Direct. KFRU.
Central Missouri Ive Mankfacturez Jasocistion signs three-month
contract for three 15-minute programs per week. Direct. KFRU.
Titlen Mohalifu Company, makers
of McMallink Formula, sign sightmonth contract for one daily spot
announcement so direct. KFRU.

PHILADELPHIA

Ford Mater Company (Ches ranch) upot authorneements, tily. N. W. Ayer & Bon, WFL

Raleigh Cigarcties, and announces ments three times weekly. Battown Barton, Durnine & Osborne. WFI Watchioner Service, one-hour rogram, Direct. WCAU.

Barton, Dursilne & Osborne, WFL.
Watchlower Service, one-hour
program, Dieset. WCAU.

8t. Soarph'a Aspiria, spot announcements, indefinite period State
Cohn Agency. WFL.
Ford Hafer Company, six 100word announcements, evenings. N.
W. Ayer & Son. WCAU.
Best Foods Co., stateon 100-word
announcements in daytima. Benton
& Bowles. WCAU.
Fear-Weiss, renewal of four 15minute transcriptions weekly, expiring October 26, Pince direct. WCAU.
Fran-Weiss, conewal of Cour 15minute transcriptions weekly, Loc
Carnival of the Air. Expires Aug. 16.
Jerome B. Gray denocy. WCAU.
Jeronized Teeds Co., three 15-minted sizes weekly, Loc
Carnival of the Air. Expires Aug. 16.
Jerome B. Gray denocy. WCAU.
Jeronized Seweckly, Seyting Nov. S.
Ruthrauff & Byran. WCAU.
Utom Saice Co., three 15-minted sizes weekly the Contract of the Air.
Utom Saice Co., three announcements daily for 13 weeks.
Venice Spumoni, two opt announcements daily for 13 weeks.
Venice Spumoni, two opt announcements daily for 13 weeks.
Utergian Products Company, onehour missical program weekly full
Booth. Jeronic Company, Callas
for 15 minutes 12 times weekly by
The Voice of Heath, 'contract for
Jon Your, Jiss & Schillin agency.
WIAS.

HARTPORD

HARTFORD

Peps Manufacturing Company, Waterbury, macaroni manufactur-ars. Henewal of contract. Twenty-six-week crehestral bradeans over Study at 12:15 p.m. Placed direct. WDBC.

WDRC.

Starin-New Haven Steamship
Have Advertising excursion trips on
Connectcut river, Ad-Liner program. Tuesday through to Saturdis of the Steamship
Helmond direct, WDRG.

Helmond Almer and other on Shopper's Hour. Tuesday through to
Friday. Placed by Benton & Bowlea,
Inc. WDRC.

Educator Hisconii Company. Oneminute announcements at 8 p.m. for
196 days. Startted July 10. Placed by
John W. Queen of Boston, WDRC.

LOS ANGELES

Gibrakar Casualty Asso. Spot An-ouncements. (Legan & Stebbins) nouncements. (Legan & Stebbins) KNX. Hest Foods, Inc. 190-word an-nouncements. (Benton & Bowles) KNX.

KNX.
Quinn for Governor campaign. Bin
15-min. programs, July 25 to Aug. 27.
(Watter Hiddick) KNX.
Merrism for Gaternor campaign.
Soven 5-min. programs. (Lawe Features) KNX.

PORTLAND, ORE.

Hauden Island Amusement Co., acced by Wm, Norvell agency, 36 (Confiduration page 48)

Fizdale Sets Up as Indie P.A. in Loon

Indie P.A. in Loop
Chicago, July 23.
Tom Findule, who leaves the Niko
publicity department on Aug. 1, is
setting up his own press and publicity bureau for ether talent. Itohas also set himself with two
agencies for special publicity on
commercial shows.
On the Findule starter are the
Johnson floor wax show through
the Mendum-Lawie & Hooply
agency and featuring Tony Wons,
the Armone-Phil linker shows, the
Commenteres and Charles Previa,
director.

No Continental Move

Hollywood, July 28. Continental Baking Co., has sanged its mind about moving its the talent available on the Ceasi net warranting the expenditure of

switching.
Tentative plans had they Arnheim's band and several film playees lined up.
Arthur Pryor, Jr., and Hunner
Pickets, who came here represent
lag Batten, Earton, Durateln &
Caborn, agency handling the Continential account, ore returning shat,

The Original Boop-Boop-a-Doop Girl 3 (13) (13) KANE

HEADLINING

WALTON ROOF PHILADELPHIA HIGHTLY

ABE

CALIFORNIA ORCHESTRA COAST-TO-COAST

Tuesday, 5:00 to 9 P.M., 1887 (Phillips Donlyk)

-Prider, 9 to 9:00 P.M., D.

LEO REISMAN

PHILIP MORRIS WEAF, Tuesday, 8 P.M. BRUNSWICK RECORDS

JOSEF CHERNIAVSKY

Personality Conductor Chicago Theatre Orchestra New on Second Year WGN, Furndays, Bull P.M. CHT

THAVIU

At "STREETS OF PARIS" Contury of Progress Inquiries Salisted

GALLICCHIO

Son- Talkie Picture Tit BOYES RENDEZVOUS Sun., 4:45-8:68 P.M., CDST FYDROX, Fri., 7:38-8:09 P.M., CDST, NBC, Chicago

VIVIAN JANIS

ST. MORITZ, NEW YORK NIGHTLY

Nate Direction HERMAN BERNIE 1619 Broadway New York City

RADIO SHOWMANSHIP

(Merchandizing and Program Tioupa)

OUTSTANDING STURIS: NEW PREQUENCY SAM-KGO, DES MOINES

PORD DEALERS CARNIVAL WOOD, CHARLOTTE, N. G.

On Sunday, July 22, the Register and Tribune station, KSO, more than doubled its power so, new frequency. Formal dedication, in the nature of a patriotic party, with a speech by flov. Herring and music the party will be held in the Sylvan open air theatre at Oreconwood park on the alight of July 24.

With the Register and Tribune



FOUTLAND BOFFA
JACK SMART
BWIN PELMORE
HINERY A PIOUS
RILERS BOUGLAPAN
TROUBABOURS

inps, 0-10 P. M., D. S. T. 10110

Columbia Drondessting System

VERA VAN

THE VELVET VOICE

RADIO-STAGE-SCREEN WARC and CBS Network Wed., 7:15 p.m. Thur., 11-p.m

LEON

its Malei, New York, Mightly till Brandway, New York

Sended to WEAH, CLEVELAND For Special & Works' Communical

LERS

DATOLO SERP, AND Articl Guran-



Mme. ERNESTINE SCHUMANN-HEINK

CERBER'S BABY FOOD

building swathed in bunting and streamers and a 26-feet radio tower under spots on the canopy of the building, the station has gone in fer selebration in a bigger way than any other station in this part of the

country.

Two invitation studio evenings
will be held, there will be a free hid
show at Riverview park and the
town and surrounding country for
100 miles will be plastered with
carde in three colors.

cards in three colors.

To Impress the new dial spot on listeners, a four-page newspaper section will be included in the Sunday Register to the entire 250,000 circulation and in addition the insert will be delivered by the paper's carriers to every non-subscriber in a radiac of 100 miles of the town—thus giving a checulation of 255,000. Special trailers will be used on screons in 50 lows theatree and photographs 15254 of the station's takent are being breadcast in windows.

0

dowa. Jimmy Lunceford's Cotton Club band of 14, together with additional talent from MPC's artists' bureau, will be the featured enterminment for the week, the station also adding considerable local talent and in-creasing the personnel of the stu-die.

WSOC worked with the local Ford distributors in staging an outdoor carnival and automobile show, with entertainment features, that ac-tracted 50,000 people on the six nights that the show zan.

nights that the show zan. The Breadcasting station barried the entire radio adventions from from the show, staged in the site of the city, now answed. This made a least spot for the show. Car models were displayed on the laws in from of the plant and a large room inside was converted into a diameter of the plant and a large room in the show and the show and the show and the show and the show a show a show as a shown as the show as a shown as the shown as t

WSOC presented a kildle pro-gram one night, with talent re-cruited from its kiddle club groups. Johany Ward and his orchestra played.

Harb Moore's Fast Work

Past work by the independent Trans-Radie News Bervice on the Connor baby return is understood to have gotten the Yankee network (WXYZ, Detroit), and other stations a six to 18-minute bent over the official builletins.

Finshes were be-

the smichal builcities.
Flashies were broadenst in Houten
by the Fankee web at 2:36 p.m. and
by TKNN, Los. Asgelen, at 8:45
(anstorn). During the succeeding
hour the Merbert Moore office felits authorribers a agrice of seven
its authorribers and price of seven
2:47 Dr. Munger's adjectment from
Grasslands Elospital.

Champagne Christening

Champague Christening

Bultimore.

When WFBit opens its new transmitter the Mayor will smeak no many of the many o

Drug Store-Radio Ties

KOMO-KJR cooperated with the Payless brug Co. is building a com-prehensive window display of radio advertised drug products in the vol large 28-foot deep windows is the company's large store sear Beattle's principal downtown street Inter-section.

Chicago Ad Agencies

Radio Production Engantives

Aubrey, Moore & Wallace, Inc. J. H. North. P. G. Bhett.

N. W. Ayer 164 W. Jackson Blvd. seen McCuire.

Batten, Berton, Durutine & Os-born 221 N. La Salle Bt. George May.

Biastott-Sample-Humr 221 N. La Balle St. Edward Alestire. N. H. Peterson.

Boromus & Company 205 S. La Balle St. H. Ray Henderson.

Erwin, Wessy & Co. 230 N. Michigan Ave. William Weddell.

Feederichs & Mitchell, Inc. 200-37, Michigan Ave. Rari Frederick.

Charles Daniel Frey 318 N. Michigan Ave

endlash Advertising Co. 400 N. Michigan Ave.

Hays McParland
BBS N. Michigan Ave.
Hays McParland,
Harri Norst & McDonstd
520 N. Michigan Ave.

Kaster 300 N. Michigan Ave.

300 N. Nichigan Ave.
Read Wight.
Rirdiand-Engel
46 N. Michigan Ave.
N. Kirliand.
Lord & Thomas
919 N. Michigan Ave.
Lewis Goolkind.
Metteson, Fogarty, durd
307 N. Michigan Ave.
L. Weite.

Raymond Atwood.

MeJunkin 200 M, Le Salle St. orden Bent. nedham, Louis & Brerby 360 M, Michigan Ave.

Helen Wing. Reinoke-Ellin-Vounggren-Finn 520 N. Michigan Ave.

Russ Williams & Gunnyng-ham, Inc. Strauss Bidg.

William Boche, Segara & Smith 20 N. Wacker Del-20 N. Washer Deive Everett Opio. Ruthrauff & flyan 360 N. Michigan Ave. Nate Caldwell. Stack-Gebig S. Michigan Ave. Ralph Goble. J. Walter Thompson 410 N. Michigan Ave. Pick Marvin.

Dick Marvin.

Ocorge Allan, U. S. Advertising 612 N. Michigan Ave. George Ensinger.
Wade Adv. Agency
10t W. Washington St.
Walter Wade.

although it has been refinished

Submarine Program Southe, Visit of the U. S. Submarine Division No. 12 into the Seattle large station KJR accession for a nextl broadcast which fell short only in falling to woft sea breesen vin the ether. With musical interpolations by a midshipman with an accordion and a submarine cools with a harmonica, and by the KJR orchester under Abe Brasien's direction, Ather

a submittee con with a national and by the Kilt orchester under Abe. Brashen's direction, after Rath of KOMO-RIK interviewed two submarines commanders on the part submarines play in modern waffire.

Every item sold in the druk store that was advertised over KOMO. Kill for NEC appeared in the windows, along with a description education process and evertised in the product to the radio process and evertised in the radio stars who plus drug items over its air were framed and phaced in verificus as the products on the star who plus drug items over its air were framed and phaced in verificus as the products on display that they represented. Foarten different views of the new KOMO follations are started to send the product of the stalled were shown.

Fo great was the interest in the show window that it was corried were another week. Crowds continued to gather around the wholes of it was held etid dualities week to the send of the same party for both offices intered to great another week. Crowds continued to gather around the wholes of it was held etid dualities week (Continued on a space 57)

WTIC, with 200 Players on Payroll, May Have Most Ambitious Program Policy of Any Regional Station

Minet arouning full time opera-tion, WTIC, \$0,000-watter owned by Travelers Insurance, has capanied its talent rolls until it is believed at has the largest program staff of any station outside the big citics. There are approximately 200 persons sup-plying talent to WTIC.

plying talent to WTC.

This is part of John F. Clancy's compaign to crease-appearance, all such consistent strength and variety that WTIC's audience profitige will be heyond challenne. WTIC has taken the clustic off the bankrell and is importing performers from many distant points.

From many distant points.

Station has Harry Tighe, Joemer Gulf me. for a sustaining program of one hour duration with 160 in the east. Among other atticts on the ast are Norman Cleatier with his Merry Madenys of 35 pieces, Christiasan Kriene and his 46-piece WTHC Concert Orchestra and Jaseph Himme with his Hime Room Echemel.

WTIC has booked the Jimey players headed by Alice Keating for stock broadcasts. Harriet Lee is another brought from New York. Others include Dave Raggin, the Scale Ringie's Quartet, Jane Dillent, the girl of a theurant voices, Marz

Scale Ringle's Quartet, Jane Dillen.
the girl of a thousand voices, Marz
Williams. The Singing Cowbey,
Jehnny Milne, and his Mountain
Melodiors and others.
The announcing staff now includes Jerry Mohr. Paul Morroe,
Irvin Cowper, Phil Becker, Charles
Pearcoa, Be't Howthorne, Fred
Wate rad Paul Lucas. Athough
only eight are Beted here there are
shout four others on the staff of
handware.

sanouncers.
WITC's studio new occupying
many thousands of fest of floor
space with four large studies is
undergoing radical changes and
adding possibly four times us much
space with four more studies.
Sometim-ago it was understead

Irene Taylor Files Bankruptcy Petition

Irene Taylor, in private life Irene Martin, radio singer, has alsed a vol-untary petition in bankruptey in the Federal District Court (N. X.) alleging dubts of \$5,335. Assocts only \$250, mostly clothing, are claimed to be sweener.

only \$230, mostly clothing, are claimed to be seempt. Of the total liabilities, \$5,460 covers amount of a contract claim for commissions against Miss Tay-lor by Elchard & Lenetslas, agente, which claim is stated to be ponding in the N. Y. Supreme Court. Only other limbility mentioned is \$488 al-leged due as balance on an autemo-bile.

Miss Taylor's address is given in the petition as 424 East 52d street.

Earlier New Broadcast

Earlier Rew Broadcast
Albany, July 23,
Knickerbocker Freez, morning
antly, has shifted its nevy broadcasts from \$1120 \text{pm}\$, no 6-39 \text{pm}\$,
This is in line with the dermand of
many publishers throughout the
country for news broadcasts at an
earlier bour at night.
CIIS broadcast likewise has been
chiffed to five minutes being the
local news chatter.

Whorton's New WHEF

Whorton's New WHEF
Birmlaghum, July 23.

J. E. Whorton of Shreveporf, La.,
is making preparations for efficient of a station at Kosciusko.
The station will be operated under
the same of attala Broadcasting
Station, Inc., with the call letters
being WHEF.
Opening in expected within 60
days and will operate on 256 watta
18 hours a day.

Mickey Alpert Sponsored

Philadelphia, July 23. New WCAU commercial, bon New WCAU commercial, britis-rolled by Four Weiss, furriers, sched-ules Mickey Albert, m.c. of the Adelpai Root nitery, and Billy Hays WCAU-CBS ore unit. Show itomate August 2. Alpert, scoring a long run in this notorically poor filled club town, attracted sponsorehips or his orbi-lity to brat one Quakertown rule.

that the station was dropping more than \$350,000 a year, but it is believed with a full time program on the air, some of this huge sum will be recovered in the future. Writches been operating on part time for years and was granted a full time license a few months ago and started on that scheduc June 1. Charlie Cantor has joined the east of Harry Tables, Fun Parado., "Demard Patrucelf, who previously accupied his dime on continuity writing, is now emeasured in production work at Writc. Hartford. The leasting directing a chorus of 44 male voice, The Men of Song. Bill Tierney and Jud Lallaye, former brondcasters from Write, Bridge-pett, are now presenting a pregram known as Write Song Stop, twice weekly from Write, Hartford.





15 Majorinht Muss., 16:45 P.M.



SYLVIA CLARK

HYDROX ICE CREAM PSL, 7:30 P.M., CST, WMAQ-NHC

CLIFF SOUBIER

"SINCLAID HINSTBELS" — Hon., 1:30 P.M., CIST. "WOOLEY, THE MOTH! — Thorn.

CHAUNCEY PARSONS

"Streets of Paris" WGN Nightly

Bands and Orchestras Week of July 23

Permanent address of bands or orchastres will be published without charge.

without charge.

No charge is made for listing in this department.

For reference guidance, initials represent: 61—hetel, T—thesire,
P—park, C—care, D H—dance hall, B—belirosm, B—restaurant.

As far as possible, street addresses in large cities are also included.

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Arriberusier, J. L. R. & C., Huffal, Arriberusier, J. L. R. & Lower, L. C. & Lower, L. C. & Lower, L. C. & Lower, L. C. & Lower, L. & L. & Lower, L. & L. & Lower, L. & L. & Lower, L. & Lower, L. & Lower, L. & L. & Lower, L

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Dominio Grick., Statle St., "Noy, N. 7.
Dominio Grick., B. 4th St., "Noy, N. 7.
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Moober, V., 3437 Dill. John S. B., Side

Blueller, Jon, Pabyan House, Pabyang Moss. Job. Bill Madison Ava., N. T. Q. Harriett, Lewis Arcade Bidg., Mustingson, W. Ya. Sh. W. Ya. Murshy, Funncia, DoWitt Chulon H., Al-May, M. Y.

Hash, Lein, Leu Hash's Davis, Compton Nayior, Obree, Walton H., Palin, Neff, Art, 9228 Springs St., Philadelphia, Neffmanor, Eddie, Froitez C., Chi. Nelson, Ozaic, CBS, N. T., Nelson, Ozaic, CBS, N. T., Nelson, Altred, U. A., Studie, Holips Sewman, Alfred, U. A., Studie, Holips rood. Newton, Buby. WEST, Muston. Nichols, Red. Rits Carlton H., A. C. Nichols, Red. Charle's Inn. Burkes I

Y. Holse, Bob, Fisher T., Petroft Noonas, Jimmy, Lido C., Chi, Norman, Jess, 1730 Green St., ft

Consell, March 240 W. Buth H., Barmag O'Consell, March 240 W. 1904 Bl., M Y Q. Lake, N. Y. O'Hare, Hush, MCA, Chi. O'Hearn, Trava, Let'lake H., Bolina, III. O'Hearn, Trava, Let'lake H., Bolina, III. Olaev, Gay, Engles And, Solitic, Wash, Olaev, Gay, Carlotte, Children Control of the Control of th O'Ocien, Tom, Sacasac Labe H., Sapanes

k. C. Oppenholm, W., Beol. Franklin H., Philis. Original Calif Melodiane, S. Silver Chief fortal Chib. 39 Walter St., R. T. C. Original George S. Danceland, Jametes,

Original Tellow Jocketh, Bummeleach, Buckleye Labe, O. Osborse, W.H. CHS, N. T. C. Orlando, Nick, Pinns H. S. T. C. Owen, Delon, WGN, Cul.

Paige, Ray, Station EHJ, L. A. Pancho, Westchester Country Club, Byo, Pariston Red Houds, M W. March St., additionable. adinapola. W. Forth St., adinapola. W. Forth St., Parker, Bud, Inc Rast St., B'kiya, R. F., Parker, Ray, infley Tavern, Cht. Parnell, Chas, Hartford E. R., Sat Butter ardina, Cat.

ardina, Cal.
Pase, George C., Rosevito, G.
Pasterance, Josef, NHC, B. Y. C.
Pearl, Lee, Club Shallmar, Chicago,
Pearl, Sorey, 308 Harding Ave., Boat
Peerlem Crek., Bonnayath St., New Pendar, Faul, Muchichack, K. C., Mo. Pettis, Jack, Muchicach, E. C., Mo.

eterano, D., Tivali T., Michigan City id. Pfriffer's Oren., 1818 Poimetta Ass., Tp

Pitterick's Ocela, Tounher's Dupl, Brund,
De Moines, In.
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Custrelli, Pole, Paris Inn, L. A., 180
Paris Paris Inn, L. A., 180
Paris Paris Paris Inn, L. A., 180
Paris Paris Paris Inn, R. T. Sh
Paris P

Quaw, Gons, MCA.

. Balvius, Jack, Stelian WOS, Washing-th, D. C. Radia, Owar, M.-S.-M Studia, Culver Skip,

al. Ray, Huston, Tourraine II., Ouston, Rodrigues, Jos., KVI, L. A., Rapes, Erna, Badio Cur Mante Uall, Y. C. Rapp, Barusy, Claridge II., Manuella, and Company, Claridge III., Manuella, Company, uffi. Rasmumen, F., 148 Urabam Aşa., Cumali tuffa, In. Ray, Alvino, MBC, S. F. Rodd, Ermy, 650 Achier Myd., New Ind-rd. Mass.

toom, x-very, not agree (1144), 1849 molecules, Mars.

ord, Mars.

Renard, Jacques, Cha. E. V. C. Rendleman, Dunk, Det Bente, Birming ceremena, Bunk, Dei Bente, Biering-am, Ala. Rennie, Gup, Hotel Waylin, W. T. C. Rener, Harry, 181 W. 46th Ma. M. T. C. Reynolda, Lau, 800 Central Ave., des-leds, Cast. st. Karl, Coloniel DR, Hoston. Don, Plantation C., Mispara

della, Cec.
Hobbs, Karl, Coloniel BB, Roston.
Ricardo, Don, Plantation C., Bleegara
Hills, T. T.
Ricardo, Com, Plantation C., Bleegara
Hills, T. C., Euserbank, Man.
Rickelta, J. C., Euserbank, Man.
Rittenhand, J., U., Artista T., Bergoll.
Rizza, Vincent, Bergoni, N., Phila.
Rosch, Young, GB S, 13th St., Besgaft,

nolf Poun, Commedoca B., Lawell, Roberts, Hal, St. Francis II., San Francis isco.
Robbrtz, Joe, Auditarium Botal, Chienge,
Robbias, Kamary, McAlyla M., B., b
Roberts, Biles, S Sheldon Mt., Frev. R S.
Robinson, Johnny, Ventee DR, Ventee

Hagors, MacE. Suprey Cave C., Son AnMichael, Kayle, Cabonial BR. Boston.
Bols, Leou, Synecus H., Synecus.
Bols, Leou, Synecus H., Synecus.
Bols, Leou, Synecus H., Synecus.
Bolte, B. A., III. W. Still, S. F. S.
Romanelli, I., King Käward H., ToronfoRomano, High, The Parms, Colonis, N. J.
Rosenball, Harry, 1050 Hrondway, N. Y.
Rosenball, Harry, 1050 Hrondway, N. Y.
Bosheld, Harry, 1050 Hrondway, N. Y.
Bothchid, Irving, Yollier Bragaro, Chi.
Royce, Gigl, Rendeavous B. R., Sonde
Monica, Cal.
Romeshinsky, Sturrey, Asimse H., Lohd
Romeshinsky, Sturrey, Asimse H., Lohd
Romeshinsky, Sturrey, Asimse H., Lohd

Mich. binoff, Bave, RFI, Los Angeles. seeff, B. King Cotton M., Grassu

Sachs, Coiman, Gunter C., San Antone, Salter, Harry, Nile, M. T. C., Sampleto, Joe, KCIM, Portland, Oct Samplero, Joe, KCIM, Portland, Oct Samplero, Heb, Poler, Choper S, 188 M. BM St., N. C., Sonories, Andy, Bruno's, 30 M. 4016 M. Same, P., 215 Bidgewood Ave., B'siyn Bantaella, Salvatore, KMTB, Hollywood Surambi, Fred, Paglieri's, M. T. C. Sarii, Jean, care Gwl Ildg., San Astonia

Mane.

Schuminki, Joe. Startus WCFL, Chicash
Schwarin, U. J., 849 Court St., Pressured
Oblo.

(Captioned on page 46)

Anstralia Preparing for Prod. Impetus on Strength of Quota

By ERIC GORRICK

By RRIC GORRICK.

Bydney, June 2t.

Prim Commissioner Marks handed the trade rather a surprise with his queta reasummendation to government. A 5% quota for Australia was tipped following close of probe, but trade did not expect rate to go high as 15% on Rith year for sixtipe, and 13% for exhibs.

Marks strongly surgested that any quota logislation contemplated by the gate of New South Wales should be passed on to 4H states in Australia so no to bring about a uniform quota regulation in this gountry.

id the government pass legion along lines suggested by in, as in likely, then Australia poom become a little Helly-

wood.'
Question arises whether the lead studies are large enough to cope with se much production work as set out in the preposed quota. Cinescond and Miffigs say the only real studies operated here today,

real studies operated here today,
Studies

Effice asspended production some months ago, F. W. Thring amouncing he would not begin again until protection was given the Australian producer. Cinescound, headed by Stuert F. Doyle, has continued, with Doyle stating that a quota was not desired by his erganisation. These we grantations centrel four atudies in Bydney and Molbourne.

Beveral India producing units, using sither the Cinescound or Efficacy units, using sither the Cinescound or Efficacy at the contemplating entering the local production field include Monogroun and National, Latter is backed by Sir High Denison and Amsociated Newspapers. Build that National will link-up with a big British studio for directors and artists.

When and if quota becomes actual by it is a certain that production work will go ahead here treamondously. Pigured that averal companies will be floated overnight. Australia looks about set to give Campatition to England and Amsrica.

Campatition

Competition would, of course, only be on the local consumption market, because the government makes it a law fee exhibitors to screen a percentage of local films. Airhough Australia has produced many native boxoflos hits, few have been successful in breaking into the everaces innriset. But Australian producers any that with a guaranteed market locally they will be able to make bigger and better picture, somishly making the grade governam. Despite the fact that an objection was resisted at the probe against a local quota because such a quota vestil quota presume a local quota because such a quota vestil quota per such promoved the promoverse the quick promoved to the propose paginet.

a local quota beauss such a quota would encourage the quick promotion of 'mashroom' companies. Marks and that he believed that the provision of a standard of merit for quota pictures would lessen the risk of had or indifferent films being produced. He added also that the protection and encouragement of a local film industry would inject a flow of new capital into the Australian industry.

of a local lim industry would inject a flow of new capital into the Australian industry. To evergence any losses because of the quota outling their pictures from the Australian market, British and American productry may send units here to make local stuff and thus heep within the quota law, it is believed.

Mal Radua is opening Monday (38) at the Blackstone hotel in Chi-esgo for an indefinite sugargement. He is the first vacalist in 22 years to appear in the Blackstone main dising room.

Bell Coon band at Westboro Country Club in 28t. Leuis till Aug. I and over EMOX. After that R. Seek to the Grove in Houston, Texas, for an indefinite May.

dehnny tirsen, not the composer, brother of Bud Green, also a sour-writer, has Joined the E. B. Marks prof dept. Was fermerly it the pub bis on his own as Green Bros.

Yau Dahl's orchustes in out of Cal-Neva lodge on Lake Tabor. Prison and Les artists' bureau has booked Jimmy Davis' ork to suc-ceed, Don Lee network taking the programs by remote centred.

COAST FOAM CASUALTIES

Not Enuff Westends for Big Spots

Los Angeles, July 32, Casualties among the feam par-lors are beginning to pile up Latest to give up the ghost is Eastadds the give up the gross is East-ide threens, prime floppe of them all. Leighton Industries, which speciates a chain of enteries, poured \$40,000 into the venture and smiled it quits after three months.

Place is up for sale, if no takers, will be shuttered for the nummer. Pall respending in remote possibility.
Dying kick of the operators is that
there aren't enough Sattldays in a

Eastside had the biggest layout in Eastside had the biggest Inyout in turn for aude and entidwiches, Main auditorium could take care of 150, with plonty of apace for 190 more in the nools and alcover. Location on east side of town, however, was handicap. Night lifers in that section go for the smaller layouts and, no like that doe cover charge, which is premoved when one goes for the buck dinner. Garden is make own from the old Bellg soo. Rounth Halders.

Rough Holders

Rough Holdars

Bushest Ind on the floor seemed to be the head waitor, who spout seemed to his evening attrastitening out check signawise. Tap for two pints of ginger ale, how of the and plate of pretacle came to \$1.15. East siders weeken their dough closer than that.

East siders watch their dough closer than that.

Sint had a very anemic floor show and Manny Harmon's o'il, which is way out of its element in a cuver den. Every tooter insisted an being a Funchinello and that makes for a bad setup for those who like to shake a hoof between tonsil oilings. Harmon combo is heading for Texas.

Liser taverns along Barta Monica bouls, in the middt of Hollywood, are dropping by the wayside faster than the oil pee we golf traps. Ceunty fathers are making it tough for the she miringars by ordering out music as a nuisance. Planes remain, but the heavy sreeconds is missing. Move is also afout to directly such that the heavy sees condition. This will be the hardest blow of all if it goes through.

NITERIES REFORMING FROM WITHIN RANKS

Newark, July \$1.

Reform from within looks imminent in the cabarets with a resolution—proposed by tawors Response
that fe m a le imporsonators that
barred from all shows in nite clubs
and such.

Music Notes

Morrie Stulmaker has his orches-tra at, besides managing, Clinton Tavern, outside of Renssolaer, N. Y.

Harry Counit band slips out of the Edgewater Beach hotel, Chicago, early in August after almost a year's stay.

Stuart South's orchestra, with Ruth Date, now at the Edgewood Inn, East Greenbush, M. Y.

Nice North handling the vocals or Harold Storn during the hand's tay at Manhatlan Beach, L. I.

Freddy Engel's orchestra is head-lined with a floor show at the Ridge Manor, Glons Falls, N. T.

Meyer Davis band playing on the Showboat, Lake George, N. Y., with a Store show that Includes Lenors and Santino, Lido-Venetian Trie, Coley With, 4 Ebades of Rarmony and Little Miss Mudfett.

Franklyn Farnum is the new m.c. for the Showhoat programs on the S. S. Berkshies on the Hudson River at Albany. Others featured are Georges and Jeannette, Jean Bennett and John Blue's Rhythm

Gus Kahn has signatured a pact at Metro, but before join the atudio will do numbers Great Ziegfeld at Universal.

JACK KAPP HEADS BRITISH-FINANCED DECCA PHONOGRAPH CO. IN AMERICA

Most Played on Air

To familiaries the rest of the country with the tunes most on the air cround New York, the following is the compilation for last week.

Plugs are figured on a Solur-day-through-Priday week, reg-

any-involunt-princy need, regularly.

Only the shain stations are listed as indicative of the general plus popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service. WEAR

Titte	WARG
Sleepyhead	
With Eyes Wids	
All I Do la Dres	
Thank for Lovels	
For All We Kno	
Love In Bicom	
Spellbound	
Hat On Bids of He	ed 91
Moon Glow	
Prine Walts	
Never Had a Chi	
Very Thought of	
Dames	
Church Around C	
Born th Be Klee	
Wish I Ware Twi	
Tonight to Mine.	
Moon Was Veller	
Once in Lifetime	
Dust on the Maon	
"Il String Along.	
Rollin' Home	
The Brung	
Say It	
Cocktails for Two	
Cail You Mine	12
What is Good in	

Society Boys Now Pro

Philadelphia, July 28,

Philadelphia, July 29.

Tad (Hambiston) Sheppord and Sally Conta appearing lossily in the floor show at the Anchuruse, Fairmount Park sites, are vory with local social dights, particularly Sheppord, whose family, the dwynn Cynwyd suburb of Philip.

Sheppord was one of the spont prominent gentleman jockeys in the seat until a sorious injury in 5 race deflected blue into abow bis as a dancer. He studied at Cambridge C., England, and attended prepachool at Cambridge School at Cambridge C., such as the Riviera resort he became against with the American dense massive, Billy Arnold, who tutored Sheppord & Bill.

Union Decrise Boy Bands

Albany, July 23. Musicians' Union here has pro-tested to Mayor' Thesher against

tested to Mayor Theeber against the continued use of boys' bands at municipal affairs. Union officials analy of their members are unable to obtain work and that the boys sat up un-fair competition.

CHILDS FOR P.A.B

Reagie Childs and his orchestra are closing July 55 at the Motel iconevelt, N. Y.

Band is going out into picture houses for personal apps.

New Label's Strong Start with Victor Young, Casa Loma, Eing Crosby, Mills Bros., Street Singer Transferring from Brunswick Roster

Mellin Back to Remick As Head Man in Chi

Chicago July 23.

Bobby Mellin returns to the Rentek office after having been with T. B. Harms for more than a

Buddy Morris and George Maz-lews due, in town early this week to straighten auf all matters con-cerning the Mellin take-over of the Remick representation here.

M'DONALD TO OPEN CHI CASINO

Bulland MacDanald, Scho polisher. ated with and has been production assistant to Billy Rose in the latter's enhancet-theatre venturum in preparing to put on a Casino de Pares policy at Brianger's, Chicago This, like the ex-Gallo and Ham-This, like the ex-Gallo and Ham-meratein theatres in 26. T., is a legit house which will be converted into a cabaret, with tables for dis-ling in place of the chairs, etc. Hosse was invited by a Chi syn-dicate to azart a similar venture, but decided he had his hands full around Brondway.

Frederic's May Expand

Prederic's May Expand
Baltimore, July 22.

Prederic's, local class dinery
which has an adjunct burg's note
sidewalk only in considering expanding into foll-floagon nitory,
Plans being drawn up whereby spot
hopos to annex the Vagahond thentre, 250-suat III theatre house, which
is cituated next deer.

Theatre building in leased by
Vagabonda, but owned by the corperation operating dinery.

Downey to S. A.

Wally Downey sailed for Rio de Jameiro and Buenon Aires Saturday (21) to cover the Bratif-Argontine territory for the new Mearst news-rest, and to act for American squaic publishers while in the Latin-

publishers while in the Latin-American territory.

Downey will represent a number of music pubs, including Robbins, Berlin's, the Warner group, et al.

TIC TOCS TICK ON

The Total Titus on The Tot Cirls (3) are being held over at Bon Marden's Rivlera for the remainder of the summer. Trie is contained; set age into Marden's Paleis Royal on Broadway

Ray Noble From England Over Here In Sept. for Unique Music Deals

England's most outstanding dance maestry and composer, evan ellipsing Jock Hyrion because of his according to the conting to American in Reptember Liu's Rape American in Reptember Liu's Rape American in Reptember Liu's Rape (and the conting to American in Reptember Liu's Rape (and the conting to American in Reptember a control for sunday occasions, chicked him internationally, Nobie is also author of some of this, best famour recent dence tunes encounting from London, which he she self-recorded with his orelicairs on His Paramount theorem, and has been signally accessful with that syntactic Nobie (Ragilland) dake, and which the RCA Victor company distributed on this also of the Atfasjic. The William Micros agency and Tommy Rockwell of Mockwell-O'Rerfe are jointly importing the Leudon donce maestro, who will be will assemble locally. Easiand's most outstanding accura-macute and composer, even edipa-ing Jack Hyiton because of his ac-tunesmith, is England's most outstanding dance

Becca-of London invades Amatica around Aus. I with a Feeca label. Jack Kapp, resigned general manager of Brundwick (American Record Corp.) to president of the new mouth, which has Edward (Ted) Lewis, monoging director of the Eritish Esca company, also inserted the production of the Corp. I have been a superior of the Corp. I have been a superior of the British Esca company, also inserted by interested. Kapp is currently headquartering at Atterries Million Diamond's office. Latter is American counsel for Lewis, and camelian control of the Corp. I have been associated with Enumerick in the takewer of rolumbia Phonograph Co.

With Kapp leaving Brunswick.

Phonograph Co.
With Raip leaving Brunswick, following difference of opinion with the financial heads of the outfilt—
It's a subsid of Consolidated Flim Laba (H. J. Yaren, Ben Geota, et al.) which had taken the company over from Warner Bree.—the trade correctly surmised that Kapp would ally with Lewin of the Lendon firm.

correctly surmined that Kapp would ally with Lawin of the London firm.

What the trade sies linew, and which the Brunswich's financial heads probably overlooked, was that Kapp's direct porsonal contacts with Brunswich's recording artists with Brunswich's recording artists wis as important sanet to Brunswich. As a result, Kapp is taking over with him an impeaing rooter of Brunswick recording artista, and him and anong them are all of Poming Rockwell and F. C. (Cath) O'Keete's actista, including Victor Young, general musical director, who assumes the same post at Description. Can Loma, Street Singer Carling Tracy, Bing Crosby, Mills Brou, Guy Lombardo, not of Rockwell-Concert with Kapp to the new unit.

Bruyed Layet

Rappi's control of his artists was manifested last fall when Victor essayed a record talent-raiding venture and offered fancy figures, to Crosby, Mae West and other Brunswick artists, figuring that Vic, if not actually selling enough disks, could charge off the talent cests could charge off the talent cests expensed exploitation. Kapp told his artists-friends that Brunswick was in no position to meet this linaucial competition, but in face of it all he kept his roster virtually intact, and, in fact, took some people away from Victor.

Victor.

Recording labs of Ducca in New York are being negotiated for. Justin Ring may be the recording manager; Steve Stevens, Columbia function ditte for Decea.

Decea lost Interest in Columbia.

Decea lost interest in Communa-ation at first making a counter-move to buy out the Branewick company as well, Instead, Lewis and Kapp decided to set up their own new major recording company, including anics staff, etc., and in-ject their own ideas of dish atanda-ards and the like.

including anies staß, etc., and inject their own diesa of diels atmodards and the like.

A noteworkly trade keynote of
Kapp's innovations at Reunwick
has been that any recording musthas held that any recording musthas litra-ultra and technically superiative as to arrangement, orchektration and interpretation because no longer can disks be sold
on the appeal of the songs. Badio
popularises 'em ao fast that in the
ordinary course of events the tenic outmoded by the time it's warsed
or nearly so—beace the disk interpretation must give the customer something for his 75c which
the radio can't. Kapp proved that
with read oldies like Dinah' and
'Rt. ketais Bluen' which under distinguished orchestration and agrangement took on mance and enjoyed renord sales for Brunswick.

CUTTING DOWN 848

Sam Balvin's and Irving Shermane Suh and Surf club, at Lebis Beach, is cutting down its show. Rits Bress have closed and Reger Wolfe Kahn erchestra is en its Saale stansa. Eun-Surf isse been chefy a week-end proposition and crossin't afford the heavy show nut.

Carel Lefner's band how out a Carst before bone over the control of this month, bending, for Texas before returning to Holly wood in September, Hotel will close its similar through the second creations are removalion in a pear's time,

Night Club Reviews

Casino de Parec, N. Y.

(Second Edition)
With Willie and Eugene Howard. J. Harold Murray, Gracio Barrie, Paul Draper, Peggy Taylor and her Kitchen Pirates and Georgia South-

sancen Pirates and Georgis Southsen, plus a line of 16 girls in the
coat. Billy Rose's automor (second)
didition of his Casino de Parce revusis more along logit revuesque lines.
It's still the top cabaret-ineatre entered the coat of the coa

Still the during throws and lifts wowed to during throws and lifts wowed to during throws and lifts wowed to during the during the following the following the following the perfect configure with Engene livered Edna Pence and Alice Carleton. Hughle Clark, vaude vet, and Home: Romaine. trapesiet, literally gave out an ill. song virtin of Man on the Flying Trapese. Working songstress, follow with opical ditties, and registers. The na exotic dance formation by the ensemble, followed by the Howard opera hoke.

perti hole.

A novolty strip fout no tease, as
It's all done quite frankly and with
lights up until the ultimate) was
the Noel Coward number out of
Missky. Girle are in formal ridling habits, uttering some Cowardcague epigrams to Misskyesque
strip accompaniment.
Faul Duper, newcomer tapater.



MUSIC CORPORATION

RUTNABIA and MALCOLM

BALLROOM DANCERS Rist West DRAKE HOTEL, CHICAGO oks to Dake Yellman at: Pierre Naytens

was a highlight with his Caricoca tage and in the finale with his you beginning on a table top. Tinve a Little Dream on Mc Hose-Jack Murray-Phil Engter) is the finale duct by Murray and Miss Harrie. During interesission, Hughle Clark, Wheeler and Jim Morgan, all vasies alides site for a final final program all vasies alides site for a Kuos first introduced at his Music Hall. Boys double from the Hall.

The Nudist and Bilhouette bars, downstairs and up, also catch the knownagarist-the-rail bibbers is a dage announcement new encourages lingering on the premises at either of the bars if not dancing.

Still a great bargain entertainment buy and a cinch tourist-getter, Abel.

Edgewater Beach, Frieco

And Whenever an elder Frisco night Merchought of hoisting a few, buying a good elinner and tripping the light funtastic. Tatifs at the Beach was invariably the first thought. Now history is repeating itself at Tatifs, which resauced the Edgewater Beach Citch, is doing the beach was invariably the first thought. Now history is repeating itself at Tatifs, which resauced the Edgewater Beach Citch, is doing the beat same and the beat same history is repeated to the beat same history is repeated to the beat same history is and part owner is Sam Mussbaum, who was maitre back in the John Tait days.

One of the dance music purveyors is the Tait regime was Rube Wolf and his Knickerbocker Byacopatora, which gives you an idea of how many years ago that was. And Wolf is repeating three of the country, principally those of brother and pister Fanckon & Marce, Wolf has a smart combination for deace music, and a bund that's plenty botch, despite its less than a more of the own's best and the massire's hag of tricks is plenty tull, although he might do well to drop some of those w. k. grimaces and contortions that have long been part of his stock in trade. But his hand is scappy, misical and smart, and his handling of the show is no beach of the world and the band, in booked by the Thomas Lee arthus bureau, and includes Bally Milroy, fan dancer, Midge Williams and the Williams Four, and Laura Lee, cuts part is shown. His wolf and the band, in booked by the Thomas Lee arthus bureau, and includes Bally Milroy, fan dancer, Midge Williams, young the condition of showmand the will have only the condition of the own's the citick of the ovening, the 18-year-older dispose over picaty big, especially with the made on the land of showmand the and right there with the tooties, lands equally well as a single, and and ended of showmand the world and right here with the tooties, lands equally well as a single, and and single, who get cricks in the necks and dirty looks from the necks and dirty looks from the necks and dirty looks from the ne

St. Rogis Roof, N. Y.

St. Regts Roof, N. Y.
Freidy Martin's 13-piece combe followed Vincent Lopes in here. It's one of the smaller roofs on New Yorks, feshcoustle east size, and the state of the smaller roofs on New Yorks, and the state of the smaller roofs of the same besides helps high enough in the sir for number confort. Roof has a bar flush ngalint the weaterly wall, bull apparently vertical gustaling isn't encouraged as such as a leawhere and it's used mostly for service purposes. Of pretty good size, however, and attractively decornted for any standoes interested.

decounted for any standoes inter-ested.

See the control of the c

Herry Bespik with stick out his contract time with the Edgewater Beach hotel in Chicage, hotel with-drawing its August notice.

Wift County back with Febr in

Manny Harmon's hand han closed at Plantide fiardens in Lon Angeles and goes to Kylvan Club at Dal-lus, Tea.

French Programs

Paris, July 2.

Prench manufacturers wonder why they don't soll more act; here are the high motes of one day's programs:
Protesiant Discourse, Farming Talk, Sungators Solveo, Agricultural Chronicle, Magazine, Report of Dicyole Tour, Talk on Social Hygiene, Chamber Music, Corston Melodice, Impressions of Raly, The Spohen Journal, The Gutter and The Jasz Band—a Play, Hour for Little and Big Children, Scottish Concorl and a Somman.

B. and O. Routes

(Continued from pag Scott, In W., 100 Dilliort Ave., Spring

Scott, S. W., 100 Dillingt Ave., Spring Sects, Frank, M. President St., Sroub pp. F. T. Scott, Win., Sector H., Busion. N. Y.
tt, Wm., Matter H., Buston.
ight, Lee, Elt Kat C., S. F., Cul.
comes, Bid, Haydower H., Wash.
in, Den, care Coi. becoming, 55 kis

Shiblert, Jack, MSC, Chicago, Shiblert, Jack, MS West Bott &w. Shiblert, Mat. 158 B. Mich St., H. T. C. McH. Solly, Paince H., R. F. Shouronds, Arth. Playland Park, Boust 976, 176.

mons, Sermour, MCA, Chi. sala, Nebic, 1960 B'wee, M. V. C. neer, Lou, Palace B. R., Long Be

Singler, Lott. Prince S. M., Long Bonn. M.,
Singler Brewook. EFSL, & A.
Singler Brewook. EFSL, & A.
Larry, Breslen C., F. T. C.
Britt. Rossley, Rossener B., Ekipe.
Britt. Lowis, VillaRoss, Hosston,
Datth. Joe. Passellons. Wagner's Acadmy. Phile. Ps.
Britt. Lion. Skitt Jathmy B., Sur
altonic, Vol.
Smoth. S., 150 W. Hunted Arm., Alven.

the, Jackson, Breat Dro, Burthugten nt. Junder, Mei, Ginnon H., Sustanzzi. Sorey, Vincent. WIME, M. V. C. Sorey, Vincent. Sanctor H., Sacress Sounick, Meers, Edgewater Book Sounick, Meers, Edgewater Book

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Booths, Wally, Reverving Inc. Heading.

Byringer, Chek Condeley Glob Gardan,
Byringer, Chek Condeley Glob Gardan,
Byringer, Chek Dendeley,
Byringer, Chek Byringer,
St. Clair Jestem, Byringe Roburd M.
Window, Chancide, Sidik Binning Awa, H. Y.
STARON, Joseph Street B., Onkland, Calif.
Stanley, Julian, Sidik Windomed Awa, U.N.
Stanley, Julian, Sidik Windomed Awa, U.N.
Stanley, Julian, Sidik Windomed Awa, U.N.
Stanley, Sidik Sidik Gardan,
Sidik Sidi

uffalo. Strimoff, Vanderbilt H., R. T. C. Suss, Johnny, Cames HR, Chicago. Sweet, Al. 29 Quincy St., Chicago Sweeten, Claude, KFRC, 5. F.

Tollier, hay, Fairmount B., S. F.
Tépha, S. J., 582 Clienwood Avx., Soffeie
Terves, Roy, Regent T., Grand Rapids
Mich.
Thompson, Dud, 6000 Sa. Raddeld R.
Phila., Pa.
Thompson's Virginiana' Venter T., At Phila., Pa. Thompson's Wirginiann' Venter E. At-Thompson's Wirginiann' Venter E. At-ratio City, N. J.
Tiloff, Andre, Sust C., Winni Beach, Fla.
Tinsley, Rob. Colonian's, Chicago.
Tobias, Henry, Totem Lodge, Aveniti ark, N. T.

Tobles, Henry, Toten Lodge, Awestli Park, N. Y. Tobler, Bran, Pleater H., Pattiwarg, N. F. Tobler, Bran, Delrott Leinau H., Bertell, Frace, A. I. Hyde Park C., Chicago, Traveller, Lou, Ballon Gardens, Holy wood, Cal. Trever, Frank, EOIR, Portland, Ore-Tra, Mita Stolla Rouse, Bribra, N. F. Trad, Mita Stolla Rouse, Bribra, N. F. Trad, Haller, Stolla Rouse, Bribra, N. F. Trad, Phys. Rev. Bribra, N. F. Turchan, Edith, Tajaup's Bantl, Shuth-gale, Calif.

White, Brein, Hovens-direct H. Phila Valve, Bady H. With St., N. F. C. Yan Ch. Hardy, H. Fatterson R. West, Stransvick, H. J. Youth, Jos. care Sille Actists, Inc., 190 Phila Acc., N. Y. C. Wice, James S. W. Ber Systa, Acc., S. V. C. Wice, James S. W. Ber Systa, Acc., S. V. C. Wice, James S. W. Ber Systa, Acc., S. V. C. Wice, James S. W. Ber Systa, Acc., S. V. C. West, James S. W. Ber Systa, Acc., S. V. C. West, James S. W. Ber S. W. S

Waldman, Herman, MCA, Daltes Walter, Bay, 201 St. James Pt., Brook Pt., St. V. G., St. James Pt., Brook Pt., St. V. G., St. V. G., Warrow, Mark, Chill, R. Y. C., Warrow, Mark, Child, M. Y. C., St. Webe, Thos., Brankfeet C. h. A. Webe, Thos., Brankfeet C. h. A. Webe, Thos., Black, M. C. L. A. Webe, Thos., Black, M. C. L. A. Webe, Thos., Black, M. C. L. Webe, Thos., Black, M. C. L. Webe, Thos., Walder, M. C. Walder, M. C. Walder, M. C. Walder, M. G. Walder, M. S. Y. Wein, Walk, Waltervilot Tavers, Watsville, R. Y.

Wein, Wall, Watervliet Tavers, Water-vliet, W. T. Welch, Roy, Fulton-Royal, Brooklyn Wells, Duba, Crosted Lake H., Tree Werner, Ed., Michigan T., Detrait. Wesley, Jun., 217 12th Ave., Milwankes. Weston, Don, Richmond H., North

Weston, Don, Riemmond and Adams, Manue, Weston, Jos., 201 Adams Ass., Beyonton Wisiden, Ed., 180 Dibenen St., Phier Wisiden, Jay, Imacellu C., Senta Mu-Whidden, Jay, Basseville C., Scota Me-co, Cal.
White, Lew, 41 W. 48th St., N. y. C.
White, Lew, Jay, Bitmore H., N. y. C.
Can Lake, Mch. McCon, Resp. Mark

Inside Stuff-Music

Budy Vallee adjusted his deal with the Pavillon Royale, Valley Stream, Le L., roadhouse, by a galary till of \$1,000 to \$4,500. Percentage is out. First week duder the original contract Vallee's \$3,500 swelled to \$5,100 when he cellected an additional \$1,500. That's on the split over \$15,000. Second week the intake was under the break and Vallee squawkest. Compromise was for the \$4,500 flat with no percentage. Management wanted to keep Vallee happy as he's due back for Jose Mess at the Hollywood restaurant, N. X. Vallee personally had hopes of knocking off up to \$10,000 for himself considering repeat its read-house appeal in the summer, otc., and whon it didn't materialize he called in Judge Mymic Bushel to talk it over with the readinase untre-

Haron has a Born to De Rissed' publication on its hands but no Metro film to hook up with R. Arthur Schwarts and Howard Dietz authored it and since both are under Harons contract the publication yights went to that firm instead of Robbins, even though the Harols wifin, is a Metro release. (Mci is 11% owner of Robbins.) Title change of 'Born' under the Harolst denoturing plan now index it the 'Girl From' Missourt', but the nong title-page sarries the original cognomen.

Advisability of a divisibility of a copyright is the issue splitting opinion within the ranks of the American Society of Composers. Authors and Publishers:

One faction 18th voted a 50% ownership in the performing rights of their songs to the authors and composers thereof. The other publishing faction fields that this splits up the ownership of copyright which invariably reits with the publisher, only assigned as far as performing rights are concerned to ASCAP.

New Business

(Continued from page 42)

Continued from page 437
announcements EEX.
Esbenscott Leborgfories, placed by
W. S. Klebpatrick agency, daily 15-minute broadcast, one month. Also
daily 15-minute broadcast, RES.
Louves Cafe, samouncement nevtoe, 13 times. EGW. & Reside Reg.,
placed by W. S. Klekpatrick agency,
announcement nevice. EGW and
EEX.
Organ Teal School, EGW and
EEX.

KEX.

Oregon Trail Celebration, Hugeno,
Ore, 21 unnouncements, KCW.

Rolly's Restaurant, placed by
Sam Wilderman agency, 60 announcements, KEX.

New System Lasendry, putond by
Weller Advertising Service, daily
connecements for one month.

Nu-Enamel, 15 announcements

BOSTON

Poss & Cueren Co., 14 announcements on Evening Tatler, started July 1.6, through Broadcast Advertising, Inc., Doston, WEEL.
C. G. Houses Co., three announcements on Shopping Everylea, three on Evening Tatler, started July 7.
WEEL.
Nantasket Busion Steamship Co., 12 announcements on After Dinner Hevisw, started July 10, through the Coulston Co., Boston, WEEL.
Arther Broads Co., 11, through Coulston Co., Boston, WEEL.
Arther Hrost Co., Boston, WEEL.
Arther Hrost Co., Boston, WEEL.
Colf Furriers, 11 half-hour practams, started July 7, through Co., Scott Furriers, 11 half-hour practams, started July 7, through Co., WEAN.
N. E. Teirgraph & Teirphone Co., 344 announcements, started July 8, WAAC.
Naticalical-Boston Steamship Co.,

WNAC. Kattasket-Boston Bicamehip Co., 113 ansonnements twice duity. started July 7, through Gouletan agency, Boston. WNAC. Healey-Kimball Co., six time sig-nals, started July 9, through Bents agency. WNAC. No.

agency, WNAC.

**Inskied Uarments, Inc., 28 announce ments, started July 8, through Bresnick & Solemont.

LINCOLN

Cicceland Rug Cleaners, 15-min-te organ program daily for month the one-minute announcements.

the organ program daily for month with one-minute announcements.

KFOR.

Chick Boys Players, daily announcements for two weeks. KFOR.

Playeners Party House, daily announcements for one month. KFOR.

Lincoln Oil Company, 15 minutes

Whitpus, Brescht, New Harstord, H. F., Widden, Jay, M. A. L. A. Widden, Jay, M. A. L. A. Widden, Jay, M. A. L. A. Wilkinson, Head, Dupont Billmorn B. Williamson, Book Frobine H., S. P., Cal. Williamson, Ted., Jate of Falom J. The Control of Palam J. Wilson, Clark, Holden Garcias, Volciono, Wilson, Clark, Holden Garcias, F. Wilson, March Meldon, Marchite, Holden G. F. Wilson, March M. G. Molcon, Marchard B. W. Molcon, Wiltenbrock, & H., 1988 T. St., Sucramerto Col.

Wittstein, Eddie, Dunes C., Barragramett Jer, R. J. Wolf, Lao, Shy Migh Club, Chicago, Wolf, Rube, care Fanchon & Marco

World, Titles, with was a state of the control of t

Far, Raigh, MERN, Habersfeld, Ca. Young, Marty, 4300 Pershing Dr., Paso. Voung, Victor, c-s Reckwell-O'Ecefe RKO Bidg. N. T. C.

twice weekly for one month on the Times and Thuest program, KFAI, Leader Beauty Bhop, dally an anonements for one month, KFOR, Eugene D. C'sultivan, one Institute political taik, KFOR, South Kirret Fruit Horiet, Ilminute origin, program for month with daily annonnements, KFOR, Junior Chausher of Commerce, ally annonnements for twe weeks exploiting Donkey Ball games. KFOR. exploit!

exploring Louisty
KFOR.

Elms Soice Corporation, 25 indiutes a week for 13 weeks. KFAB.

Kornolet Platermick Company, 38

Kornolet Platermick Company, 38

Kornolet Read Company, 38

Kornolet Read Company, 38

PORT WAYNE

FORT WAYNE

Frosci Deserts Co., 15 minutes
weekly and sput announcemente
twice weekly. WOWO.

Buttle Greek Health Foods, wix
times weekly, renewal, WOWO.

Brudy Bres., Payne, O., daily market reports. WOWO.

Desels, Centerville, Mich., daily
announcements, renewal. WOWO.

Jones Kodak Co., and mnouncements
ments. WOWO.

Dr. Miles Medical Company, and
announcement three times daily.
WOWO.

Plao, Warren, Ps., one-minute spot
samouncement. WOWO.

Wend Kennely Co., Pandora, Qu
lares three successive spot announcement.

WOWO.

Mend Kennely Co., Pandora, Qu
lares three successive spot announcement.

WOWO.

Mon. J., Chroe sunsets

MOWO.

Mon. J., Chroe sunsets

MOWO.

Mon. J., Chroe sunsets

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Mon. J., Chroe sunsets

Mon. Mon. J. Chroe sunsets

Mon. J. Chroe sunsets

Mon. J. Chroe successive minute.

ments. WOWO.

**Rroyer Company, three quartor
hours weekly, renewal. WOWO.

**Rhow Boat, (ance orchestra nightsly by remole control. WOWO.

CHARLOTTE, N. C.

Deuglag & Sing Thortwary, the Good Santaritan, 15 weeks, WSOC. Stateswife Flour Mills, the Good Samaritan, 15 weeks, WSOC. Washington, 15 weeks, WSOC. Cloverled Barbecke, 13 announcements, WSOC. Flemming Tire Company, 10 announcements, WSOC. Glerdele Sing, 17 announcements, WSOC. Derding Stem, 13 announcement, WSOC. Derling Stem, 15 announcements, WSOC.

Darling Skop. 18 announcementa Deriving stop, is assessmentenerus WSOC. WSOC. WSOC. Pollecks Shoe Store, 13 announcements. WSOC. Read WSOC. Carolina Puteta Products Comensy, 13 announcements, WSOC. Scheep Drug Company, 26 assessments. WSOC. Products WSOC. Products WSOC. Products WSOC. Products. WSOC. Products. WSOC. Products. WSOC. Products. WSOC. Products. WSOC. Products. WSOC.

Holos Gorden left New York NBC for Claycland to be sponsored locally by L. 3. For Pur house of that city. Howard Matt, her plan-ied-arranger, expects to join her later.

WANTED SONG PLUGGERS

and Balon Rapresentatives

Good Commission Deal for Capable Address Boulles to Box 80, Variety, New York

HELP WANTED, Female GIRL SINGERS

Between 18 and 25 years of age. to work is high-class club. Mast be at-tractive and have good figures. If possible send picture and references with repty. BARE 26. Value 577, New York



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—Turkish and Domestic—than any other popular brand

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